

Town of Farmville Land Use Plan

2006 Update



May 2, 2006

Farmville Planning Board and
Farmville Board of Commissioners

Table of Contents

1	Honoring the past, planning for the future	3
1.1	Opportunities and Threats to Future Development.....	3
1.2	Community Values and Visioning	4
1.3	Land Use Planning Process and Citizen Participation.....	4
2	Analysis of Existing and Emerging Conditions.....	5
2.1	Location and History	5
2.2	Population	6
2.3	Housing	9
2.4	Economy	13
3	Existing Land Use.....	17
3.1	Zoning and Land Use Introduction	17
3.2	Residential.....	18
3.3	Commercial	20
3.4	Industrial	22
3.5	Office and Institutional, Other Public Uses	23
3.6	Urban Vacant	24
3.7	Agricultural	25
3.8	Utilities.....	26
4	Natural Systems.....	30
4.1	Soils and Geology	30
4.2	Floodplains	30
5	Other Existing Policies and Plans.....	32
5.1	Subdivision Policies	32
5.2	Development Codes.....	33
5.3	Other Plans and Ordinances.....	35
6	Citizen Participation and Input.....	36
7	Policies, Objectives and Strategies	37
7.1	Future Land Use and Community Development.....	38
7.2	Economic Development	39
7.3	Infrastructure Development.....	40
7.4	Recreation and Community Services.....	41
8	Special Project Areas	43
8.1	Wesley Church Road and East Wilson Street	43
8.2	US 258/ US 264 Interchange	45
9	Implementation Schedule	47
9.1	Ongoing Strategies.....	47
9.2	One to Five Year Strategies.....	48
9.3	Five to Ten Year Strategies	49

1 Honoring the past, planning for the future

Farmville is part of one of the fastest growing counties in North Carolina. With the expansion of East Carolina University and its medical school as well as growth in the business and industrial sectors, Pitt County's population has increased by more than 38 percent during the past 20 years. With this growth come changes that bring both positive and negative impacts. For example, Pitt County has grown dramatically during the past twenty years but Farmville has not shared in that expansion. Farmville's median age has increased, reflecting a decline in the number of young people and a corresponding increase in older people. Farmville has one of the lowest average household sizes (persons per dwelling) in Pitt County. Although tobacco farming is declining in eastern North Carolina, Farmville has a strong economic base and Farmville has seen an increase in construction of both single and multifamily dwellings.

Change can be scary for a town, like individuals, if we are not prepared. The intent of this land development plan is to help Farmville prepare for this change. With proper planning Farmville can anticipate change and establish policies that accommodate it while ensuring public health and safety, the integrity of natural resources, and the preservation of the area's character. The Farmville Town Board knows the importance of being proactive. It requests that the Planning Board update the Town's Growth Management Plan. After a significant delay in the revision of the Plan caused by the devastation caused by Hurricane Floyd, the plans revision resumed. The process has been undertaken by the Planning Board with early assistance by the NC Division of Community Assistance. In 2005, the Town Board contracted with a private consulting group, Blizzard Consulting, Inc. to complete the update process. Community Leaders have also effectively utilized Federal and State Grants to improve critical elements of the community (water, sewer, parks, housing, industrial park, and downtown improvements).

1.1 Opportunities and Threats to Future Development

In 1999, the Farmville Redevelopment commission sent out a survey to identify what Farmville's citizens saw as opportunities and threats for future land use planning and development. The following list is a combination of the original 1999 survey, and updated information from the 2005 citizen participation meetings for the land use plan update.

Table 1-1: Opportunities and threats to future development

OPPORTUNITIES	THREATS
<ul style="list-style-type: none">▪ Excellent Schools on a four school campus▪ Modern Facilities, Municipal Building, Library, Fire Station.▪ Strategic location between Greenville and Wilson▪ Strong tax base.▪ Aggressive industrial recruitment program▪ Completion of US 264, providing quick access to Greenville and Raleigh.▪ Recreational opportunities for all age groups.▪ Older homes with unique architecture▪ Housing within walking distance of downtown.	<ul style="list-style-type: none">▪ The decline in the tobacco industry, and the conversion of farmland to other less than desirable uses.▪ Strip commercial development along major thoroughfares.▪ Development along the Contentnea Creek▪ Protection of Drinking Water Supply.▪ Increasing number of manufactured homes in the area surrounding the town's extraterritorial jurisdiction.▪ Competition from other communities for new industrial development.▪ Uncertainty over the completion major road improvements

1.2 Community Values and Visioning

Land use planning forms an important foundation for local decision-making. Good decisions will reflect community values, so land use planning must consider the overall values of a community. An initial part of the planning process is a visioning process where citizens examine both facts and values regarding existing and potential conditions in the community. Based on this analysis is a “big-picture view” developed to guide the subsequent planning process. This process improves everyone’s understanding of needs and values, builds the plan from the broadest community base, and creates broad community momentum to address the future in more explicit ways in the elements to follow. Values addressed during the land use planning process include:

- Health- Protecting the public health and welfare including clean air and water, safe streets, and fire protection is an essential part of a vital community.
- Conservation of Resources- Good stewardship of our natural resources allows citizens to benefit from the natural environment without destroying it.
- Efficiency- Planning now can save money in the future.
- Beauty- A community that has long lasting quality, and visibility
- Equity- Pursue a balance so that all people have a chance to fulfill their needs and achieve their dreams.
- Democracy- Planning promotes extensive citizen involvement in the decision making process.

From these values, the Board of Commissioners developed a vision statement that reflects what they want Farmville to become. This is a statement that is future-oriented, and provides an “end result” for the planning process. The following is the Town’s vision statement:

Our Vision

Farmville is a good place to raise a family, and/or lead an active retirement life, where citizens have a strong sense of community, are civically involved, and wish to preserve a unique educational environment. Farmville’s residents have a mix of cultural and recreational activities for all ages to provide a good quality of life in a community that is clean, neat and aesthetically pleasing. We will grow at a targeted rate of 2 percent per year, while maintaining a community that is residential focused with complete and quality basic services being provided (both public and private), with future economic development focusing on quality industrial and business development. Farmville is a safe community where citizens have confidence and pride in the quality and service of the local government.

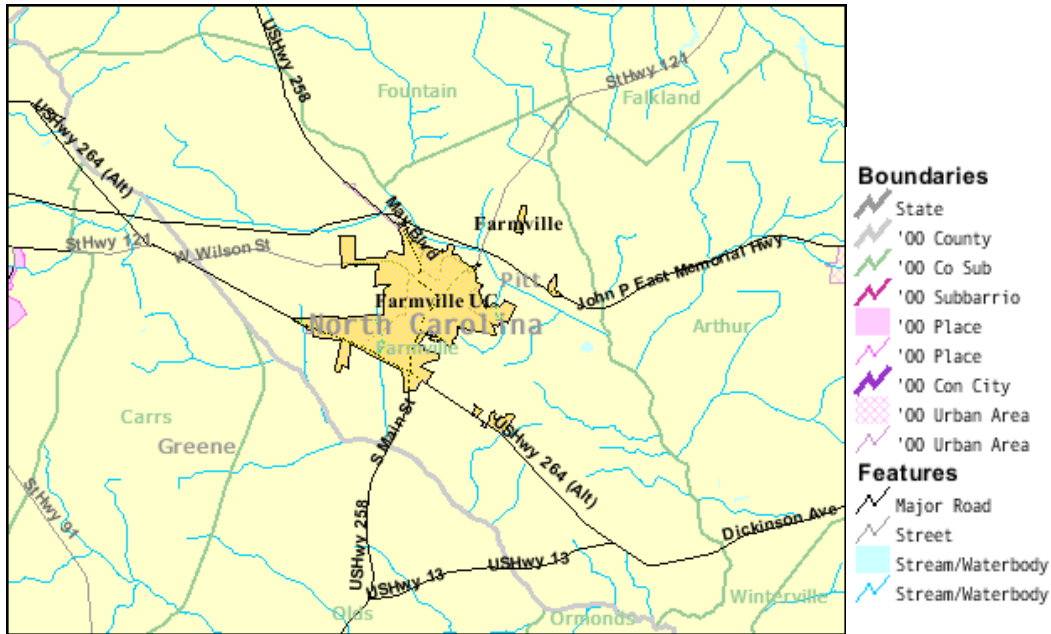
1.3 Land Use Planning Process and Citizen Participation

To ensure that this land use plan is a reflection of the citizen’s goals, the public was included in every step of the process. Preliminary information meetings occurred during the Planning Board’s regular monthly meetings. On October 3, 2005, the Planning Board hosted a public meeting to solicit information from citizens, and a second informal gathering was held after the Town Council meeting October 4, 2005. Additionally, the Planning Board held a joint meeting with the Farmville Town Council on January 28, 2006. All meetings were advertised in the Farmville Enterprise, on the Town’s web site, and on flyers distributed throughout town. The Planning Board met to approve the final draft on April 26, 2006 and the land use plan was adopted at the Town Council’s regular meeting on May 2, 2006.

2 Analysis of Existing and Emerging Conditions

2.1 Location and History

Farmville is located in the southwest corner of Pitt County. It is within 35 miles of several mid-sized cities: Greenville (12 miles), Wilson (23 miles), Kinston (24 miles), Goldsboro (28 miles) and Rocky Mount (32 miles). It is accessible by two major highways, US 264 (east-west) and US 258 (north-south).



Farmville was originally settled in the mid-to-late 1700's. Because of the strong local agricultural economy and central location, Farmville grew as a trading center. In 1872 with a population of 111, Farmville was incorporated as a town. The new town continued to grow into the early 1900's when two rail lines and several tobacco warehouses were built. The first tobacco warehouse for selling was the Carolina Warehouse on West Wilson Street. Within four years two more warehouses were opened. The East Carolina railroad line to Farmville was constructed in 1901 and the Norfolk and Southern was established in 1907. The East Carolina was closed in 1965 because of the decline in tobacco but the Norfolk Southern still serves the community. Between 1900 and 1940 Farmville's population increased from 262 to 2,718. During this period, Farmville grew in importance as a tobacco market and retail center. The northwest quadrant (North of Wilson and Main Streets) was the center of the tobacco industry. Most of the warehouses and the A.C. Monk tobacco processing plant were located there.

By the 1950's community and industry leaders began to plan and promote a more diversified economy. Over the next several decades the community attracted new businesses and industries along with the expansion of some existing ones. Between 1955 and 1960 over 1200 new jobs were created in 41 industries.

2.2 Population

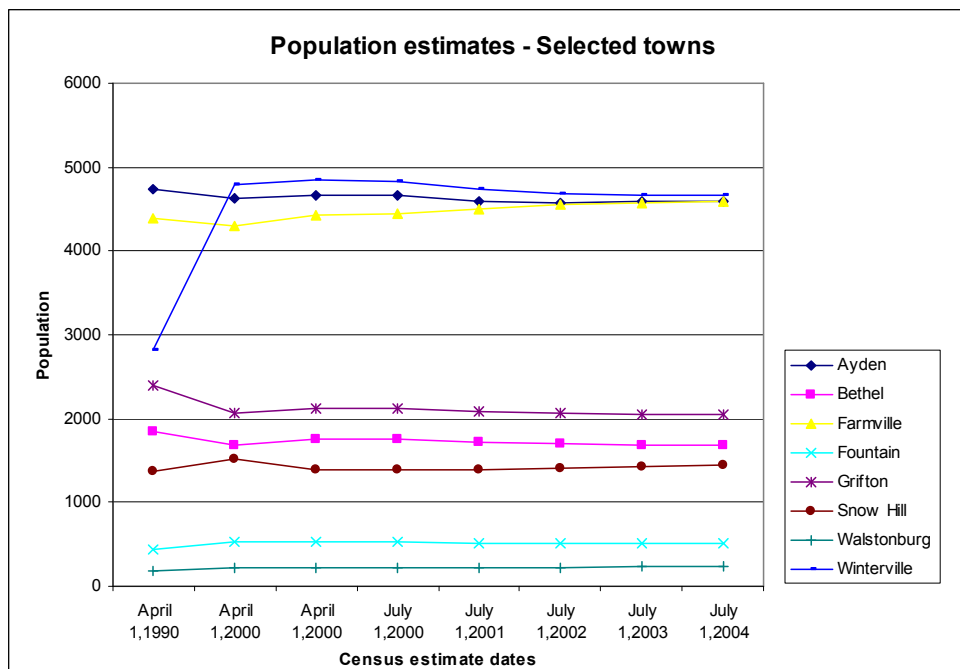
Farmville's population has remained generally unchanged over the last 40 years. According to the Census, the town's population was 4,392 in 1990. By 2000, the population declined slightly to 4,302 but recent growth estimates population to be approximately 4,588 in 2004. The following table shows the population of the Farmville Township over the past 40 years. Again, overall population has remained steady. Unless otherwise noted, all data comes from the 1990 and 2000 Census of the Population from the U.S. Department of Commerce, Bureau of the Census.

Table 2-1: Population Growth

	1960	1970	1980	1990	2000	2004 (est)	% Growth 1960 - 1980	% Growth 1980 - 2000	% Growth 1960 - 2000
Town Limits	*	*	*	4392	4304	4588	%	%	6%
Township	6435	6522	6602	6521	6432	6849	3%	-3%	0

Farmville's steady growth rate is similar to selected towns in the region. The following table shows population counts for the past 30 years for neighboring communities. Many area towns Farmville's size have remained stable, with the exception of Winterville, where annexations may account for the rapid growth in 10 years.

Figure 2-1: Population growth for selected towns

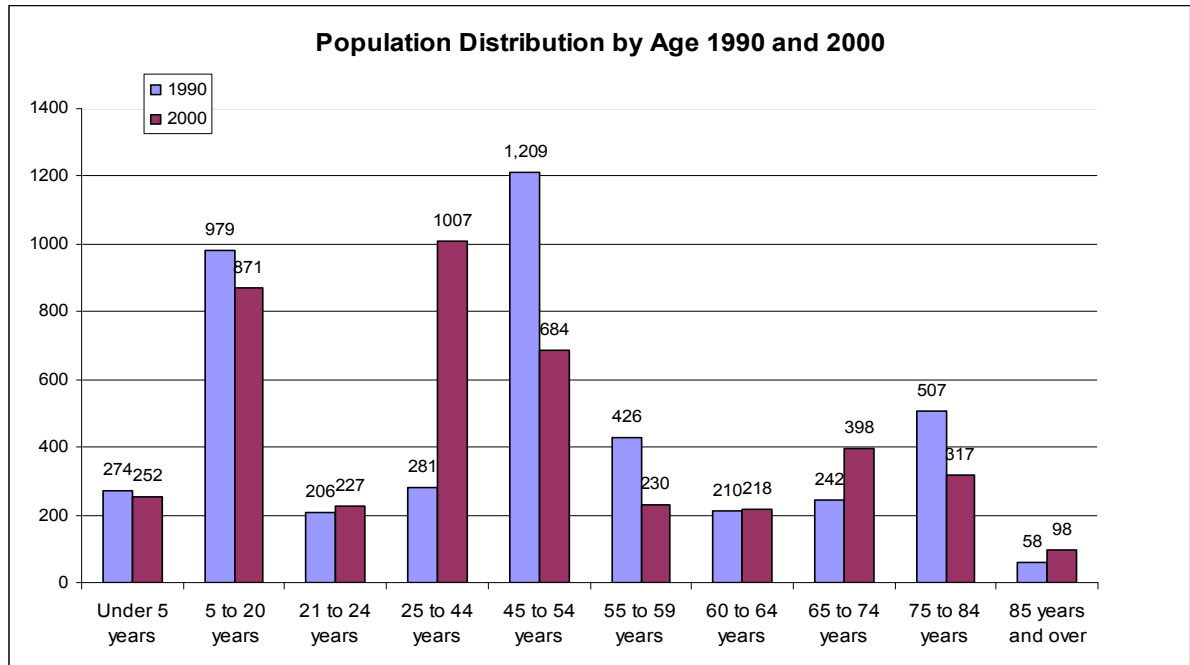


Farmville's median age in 2000 was 41.8, which is higher than the state and national average of 35.3. Compared to other towns in the area, Farmville is still slightly older

Table 2-2: Median Age

	Ayden	Bethel	Falkland	Farmville	Grifton	Snow Hill	Walstonburg	Winterville
Male	34.1	34.7	34.2	38.7	37.4	36.6	36.2	32.2
Female	41.5	43.7	37.5	44.1	43.5	49	38.5	34.3
Both sexes	38.8	39.8	34.7	41.8	40.4	44.1	37.1	33.4

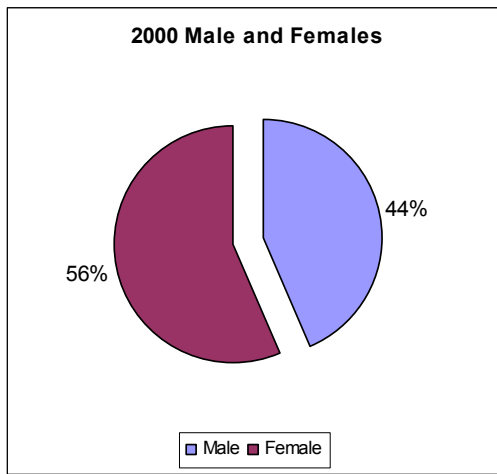
Farmville's population distribution illustrates in part, why the median age is slightly higher than the national and state average. In all age groups under 60, Farmville's population has declined. In the age groups above 60, population increased. With no significant in-migration, this indicates naturally aging population. The following graph shows Farmville's population in 1990 and 2000 by cohort.

Figure 2-2: Population distribution by age group 1990-2000

Not only have there been changes in the number of people in Farmville, there have been changes in the characteristics of the populations. The population has gotten older. Since the 1970's there has been a decline in the younger age groups and an increase in the number of citizens over 65. In 1998, Farmville had 19.7 percent of its population ages 65 and over while only 9.7 percent of Pitt County's population in that category. However, Greenville's elderly population is lower than the state average due in no small part to that of the large number of East Carolina University students residing within the city and affects the county's overall average.

Table 2-3: Changes in Age Groups 1980-2000

Age Group	1980	1990	% Change 1980-1990	1998	% Change 1990-1998	2000	% Change 1998-2000
0-14	1,036	833	-19.6%	961	15.36%	852	-11.35%
15-19	411	356	-13.4%	268	-11.23%	271	1.11%
20-44	810	1550	91.36	1,284	-17.17%	1,234	-3.81%
45-64	1,034	823	-20.4%	1001	4.73%	1,132	13.09%
65+	756	830	9.7	866	4.33%	813	-6.13%

Figure 2-3: Population by sex 2000

Another indicator of population trends is the male/female distribution. Farmville's population is 56 percent female, which is equivalent to 77.7 females per 100 males. This is much lower than the state average of 96.0 males per 100 females and 96.3 males per 100 females nationally. This can be attributed to the high percentage of the over-60 population being female. Men do not live as long as women on average. In a community like Farmville with a higher median age, the lifespan difference between sexes is more evident.

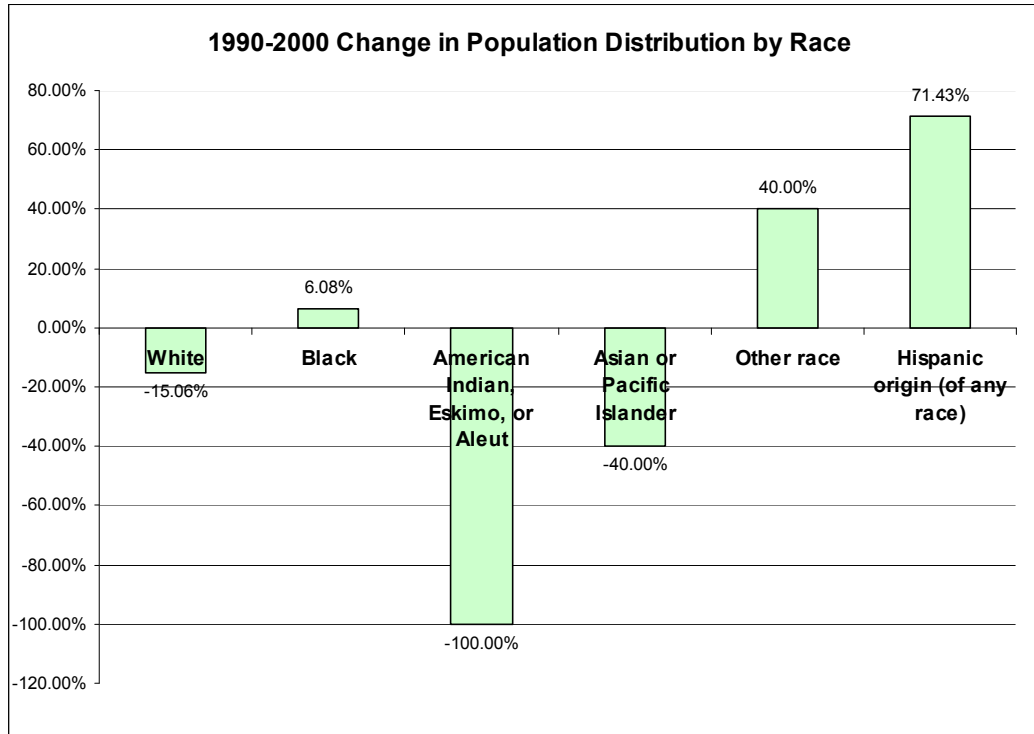
Farmville's racial composition has changed over the past ten years, with a decline in the percentage of whites and an increase in the percentage of blacks. The town has seen significant growth in the Hispanic

population as well. In 1990, Farmville had 26 Hispanic residents. By 2000, the Hispanic population had grown to 91. These shifts are indicative of state and national trends, where the Hispanic population is the fastest growing category, and white population is declining.

Table 2-4: Racial Composition 1990 and 2000

		Population	Percentage
1990	White	2332	53.10%
	Black	2015	45.88%
	Hispanic	26	45.88%
	American Indian, Eskimo, or Aleut	5	0.12%
	Asian or Pacific Islander	14	0.32%
	Other race	0	0.00%
2000	White	2022	47.00%
	Black	2148	48.47%
	Hispanic	91	2.04%
	American Indian, Eskimo, or Aleut	3	0.07%
	Asian or Pacific Islander	10	0.22%
	Other race	3	0.07%

Figure 2-4: Change in Racial Distribution 1990-2000



2.3 Housing

According to the 2000 Census, Farmville had 2010 total housing units. This is an increase from 1887 in 1990. Of the 2010 units, 1839 were occupied households with most homes (75.8 percent) being single unit, detached structures. Multi-family structures make up 17.5 percent of the total housing units, and mobile homes in the town limits constitute 2 percent of the housing stock. Overall, there were slight declines in the percentage each household type. This can be an indicator of a growing housing stock with households slightly lagging behind structure growth. Despite new housing construction in the area, most of Farmville's homes are still 40 years old or older. Over 65 percent were built before 1960. As the following chart and table illustrate, new construction is only a small portion of the total housing stock. Home values increased by 41.7 percent in the last 10 years, from \$55,400 in 1990 to \$78,500 in 2000.

Table 2-5: Housing Unit by Type

Structure	2000 Count	Percent of Total Housing Stock
1-unit, detached	1,530	75.8%
1-unit, attached	62	3.1%
2 units	171	8.5%
3 or 4 units	125	6.2%
5 to 9 units	50	2.5%
10 to 19 units	6	0.3%
20 or more units	34	1.7%
Mobile home	40	2%
Boat, RV, van, etc.	0	0%

Figure 2-5: Distribution of Structures by Year Built

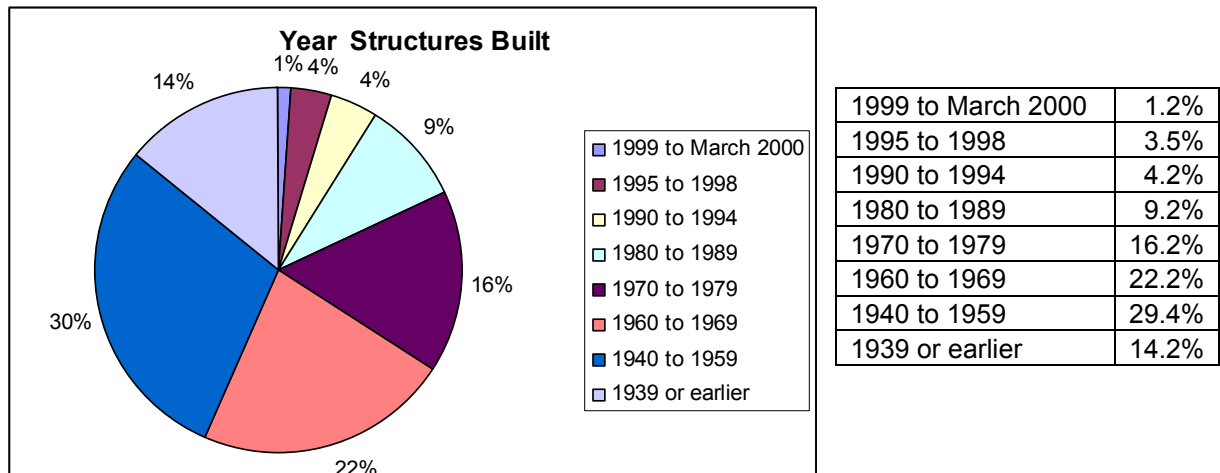
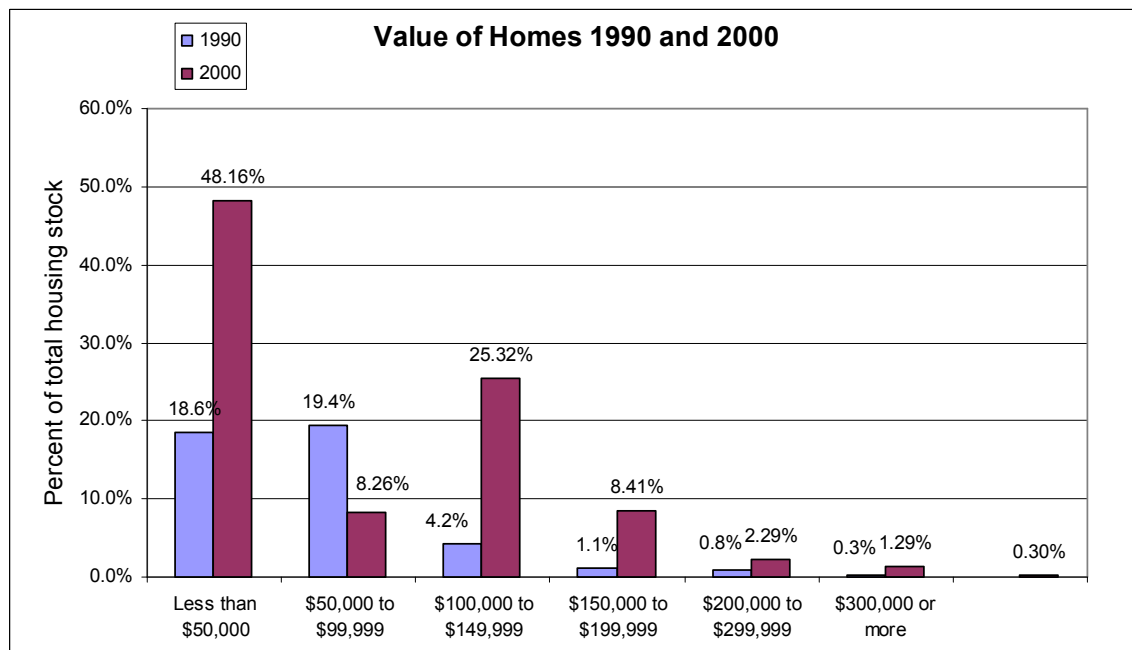


Figure 2-6: Housing Values 1990 and 2000



Household characteristics have changed over the last 10 years. Family households of all types have declined overall, while non-family households have increased. Farmville has an average household size of 2.33, similar to towns in the area. The average household size in Farmville has decreased from 3.19 persons in 1970 to 2.33 in 2000. The decline follows the rural trend of an aging population and increase in single person households. Also, it follows the national trend of increased number of single parent households and smaller families from 1960 to 1990.

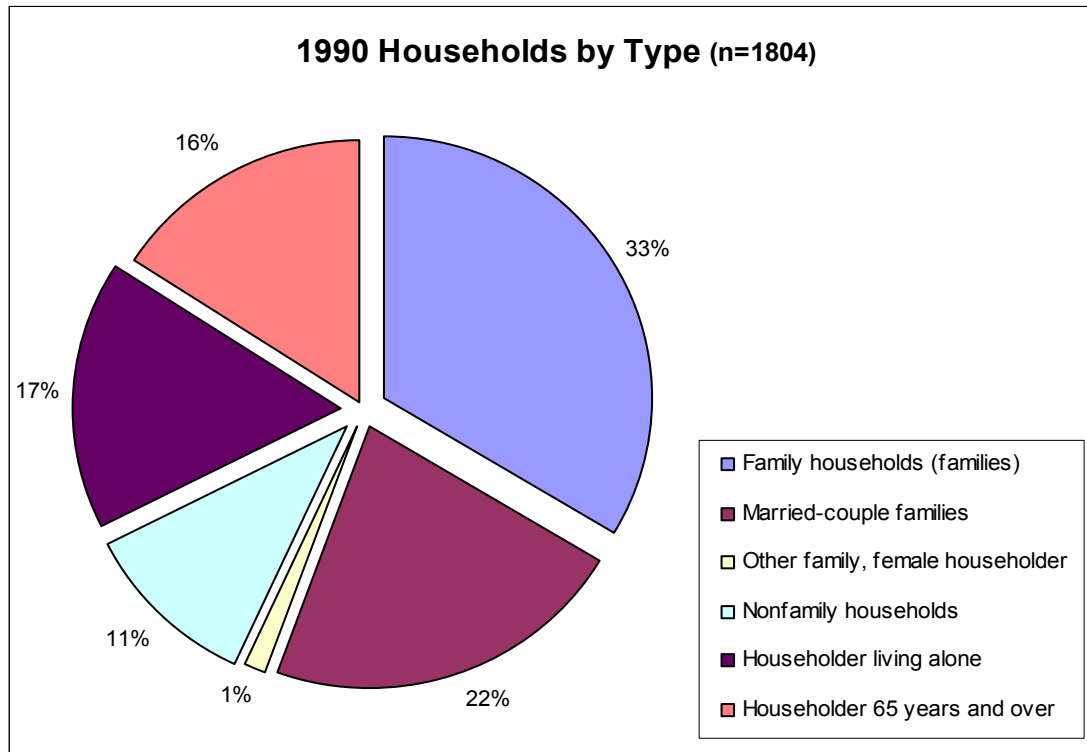
Table 2-6: Households by Type

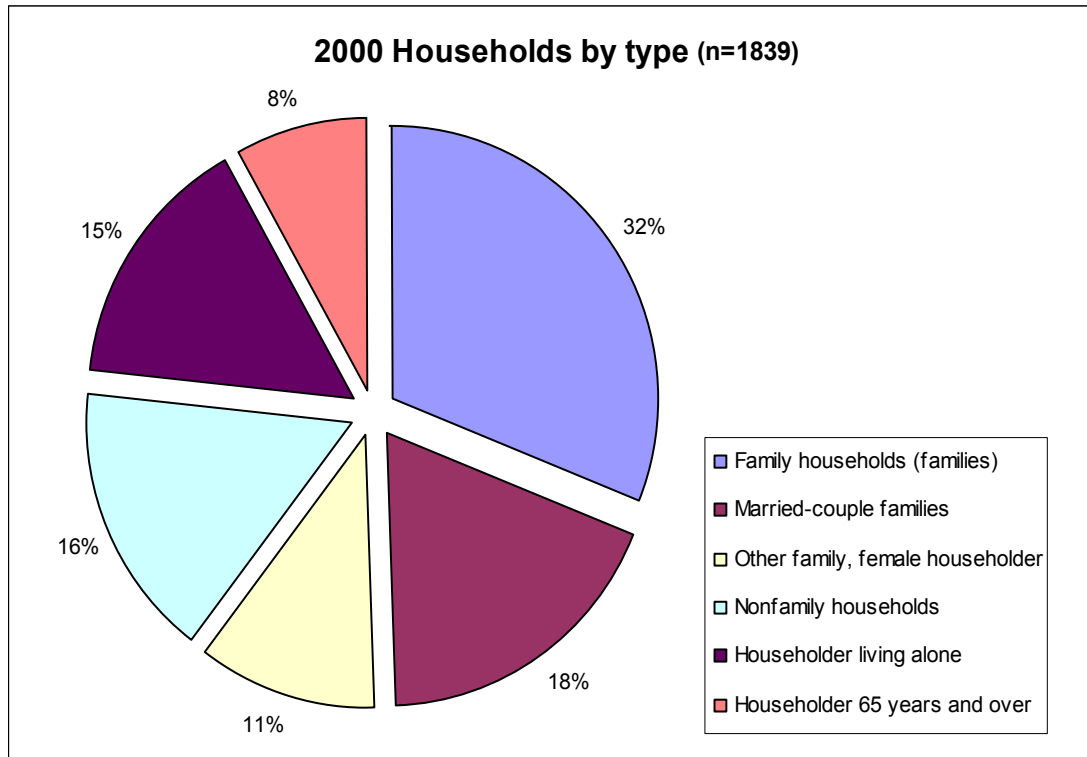
	1990		2000	
Total households	1,804		1,839	
Family households (families)	1,205	66.8%	1,202	65.36%
Married-couple families	776	43.0%	713	38.77%
Other family, female householder	49	2.7%	413	22.46%
Non-family households	380	21.1%	637	34.64%
Householder living alone	599	33.2%	590	32.08%
Householder 65 years and over	563	31.2%	310	16.86%
Persons per household	2.43		2.33	

Table 2-7: Household Size for Selected Towns

	Ayden	Bethel	Falkland	Farmville	Grifton	Snow Hill	Walstonburg	Winterville
Average household size	2.36	2.57	2.87	2.33	2.49	2.2	2.46	2.57

Table 2-8: Households by Type 1990 and 2000





Housing Characteristics

To give some perspective on housing, Farmville was compared to four other similar communities using 2000 Census Data (see following table). Owner occupied units are the predominate type of housing units in all towns. In Farmville, 53 percent are owner occupied while 47 percent are renter occupied dwellings. Vacancy rates are low. Among the vacancy rate, Farmville had the lowest rate at 4.4 percent. Dwellings are served by Public Water and Sewer. Farmville's Housing Unit's values were comparable to the other municipalities evaluated.

Table 2-9: Housing Characteristics

	Farmville Pitt County	Zebulon Wake County	Selma Johnston County	Mt. Olive Wayne County	Plymouth Washington County
Housing Units	2,010	1,661	2,515	2,012	1,829
Occupied	1,839	1,551	2,254	1,770	1,623
Vacant	171	110	261	242	206
Vacancy Rate	8.5%	6.6%	10.4	12.0	11.3
Tenure Occupied Units					
Owner Occupied	56.7%	61.0%	46.1%	59.0%	54.2%
Renter Occupied	43.3%	39.0%	53.9%	41.0%	45.8%
Source of Water					
Public/Private System	1,887	1,216	1,955	1,838	1,788
Individual Well	0	17	32	10	5

<i>Sewage Disposal</i>					
Public Sewer	1,828	1,175	1,934	1,777	1,746
Septic Tank	59	58	53	71	47
<i>Year Built</i>					
1980-1990	274	411	303	335	262
1960-1979	827	486	940	685	702
1940-1959	563	193	514	486	553
1939 or earlier	223	143	230	339	275
<i>Value Owner Occupied</i>					
Up to \$49,999	441	132	487	508	554
\$50,000-\$74,999	252	264	243	220	217
\$75,000-\$124,999	151	164	87	81	97
\$125,000-\$199,999	41	47	27	19	0
\$200,000 or more	0	7	0	0	0
<i>2.3.2.1.1 Plumbing Facilities</i>					
Complete Facilities	1,887	1,229	1,981	1,832	1,763
Lacking Complete Facilities	0	4	6	13	30

2.4 Economy

Farmville's per capita income in 2000 was \$20,582, increasing from \$12,378 in 1990. Farmville's 2000 per capita income is slightly higher than the state average of \$20,307 and slightly lower than the national average of \$21,587. Additionally, Farmville has a higher per capita income compared to other communities of similar size in the area. Farmville's unemployment rate in 2000 was 4.3 percent. Most people in Farmville are employed in management, professional or related professions, in manufacturing (27 percent) or the health and educational industries (24 percent).

Table 2-10: 2000 Per Capita Income of Selected Towns

Ayden	Bethel	Falkland	Farmville	Grifton	Snow Hill	Walstonburg	Winterville
14,505	15,219	11,997	20,582	16,488	15,904	19,571	19,810

Table 2-11: 2000 Employment Status

Population 16 years and over	3,402	100
In labor force	1,955	57.5
Civilian labor force	1,955	57.5
Employed	1,810	53.2
Unemployed	145	4.3
Percent of civilian labor force	7.4	(X)
Armed Forces	0	0
Not in labor force	1,447	42.5

Farmville's local economy has remained strong during the last several decades due to the diversified mix of the economic sectors: agriculture, manufacturing, government, trade,

construction, and utilities. The community leaders have fostered a pro-business environment over the years to attract and keep businesses and industries.

Agriculture. Agriculture production from the Farmville area contributes heavily to Pitt County's annual receipts from this sector of the local economy. Local and regional agricultural production influenced the location of several agri-business (fertilizer, animal feed, seeds, tobacco warehouses, and animal pharmaceuticals) in Farmville. Alliance One International, which is the world's second largest tobacco processor, contributes heavily to the local economy with its administrative headquarters and processing plant. Southern States maintains four divisional operations in Farmville including a feed mill, seed distribution, transportation, and retail sales.

Manufacturing. Farmville has been successful in attracting industries, particularly manufacturers. It has given Farmville a very strong industrial base with over twenty industrial-related businesses. Of the 10 largest manufacturing employers in Pitt County, three are located in Farmville. The 2,400 industrial related jobs in Farmville represent approximately 24 percent of the County's manufacturing employment. The mix of industrial firms is also diversified ranging from pharmaceuticals to steel fabrication. The largest local manufacturing employer, Collins & Aikman with approximately 600 employees, is the largest local manufacturing employer. It produces fabrics for auto makers. Mestek, the second largest manufacturing employer, employs 400 to produce gas and steam heating units. Like agriculture, Farmville's industrial products are distributed regionally and internationally.

Government. The Farmville Schools and the Town of Farmville employ over 400 people. The five Farmville schools serve approximately 2,700 students. The Town provides a wide range of services for the citizens of the community.

Construction. Farmville is the home of two construction firms: Farrior and Son and Jack A. Farrior Steelworks. These two firms employ 170 persons and handle both regional and local projects.

Utilities. Two utility operations are located in Farmville. The Town of Farmville provides water, sewer, storm water, and electrical facilities and services. Pitt-Greene Electrical Membership Corporation has its headquarters in Farmville and provides electrical service in both Greene and Pitt Counties.

Retail Sales. Retail sales are not broken out for smaller municipalities; therefore, specific data is not available for the Town of Farmville; however, Pitt County's gross retail sales in 1998 were \$1.7 billion, ranking it 11th largest among the 100 counties in North Carolina. Farmville's primary trade area has an estimated annual income of \$275 million which provides a large market for locally produced goods and services.

Major Companies. As indicated in the following chart, Farmville has a diverse economy producing a wide variety of products with the number of employees ranging from 2 to nearly 1,000.

Table 2-12: Major Employers in the Farmville Area

Company	Employment	Products
Collins & Aikman	600	Mfg.—Auto Fabrics
Mestek	400	Mfg—Gas & Steam Heaters
Pitt County Schools	320	Education
Alliance One International	250	Mfg—Tobacco Processing
Jack A. Farrior Steelworks	98	Steel Fabrication
Cottontops, Inc.	35	Mfg—Fashion & Medical Apparel
Town of Farmville	94	Government/Utilities
Pregis Corporation	80	Mfg—Honeycomb panels
Farrior & Sons	70	General Contractor
Southern States Feed Mill	60	Mfg—animal feed
McDavid & Associates	43	Engineering & Surveying
SAG Harbor Industries	35	Mfg—Electrical Coils
Pitt & Greene EMC	28	Electric Utility
Carolina Medical Products	25	Mfg—Pharmaceuticals
Electronic Services	25	Circuit Board Repair
Coastal Beverage	200	Beverage Sales
Totals		

Figure 2-7: 2000 Employment by Occupation

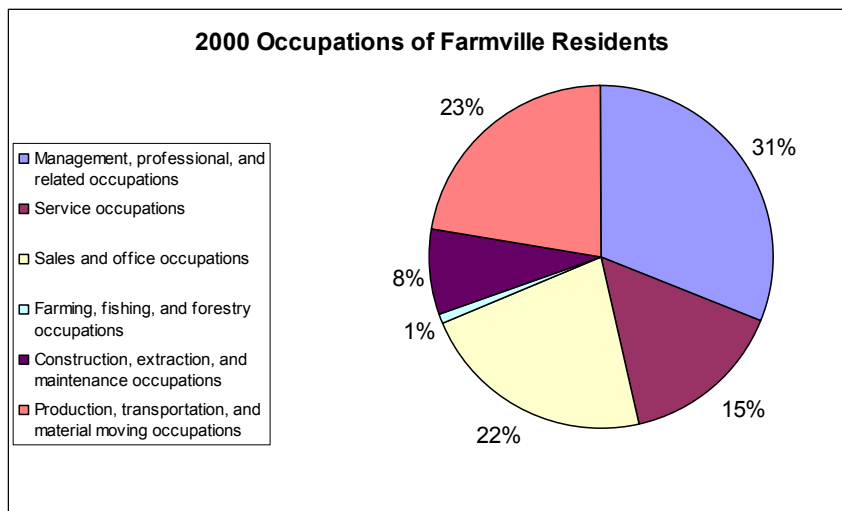
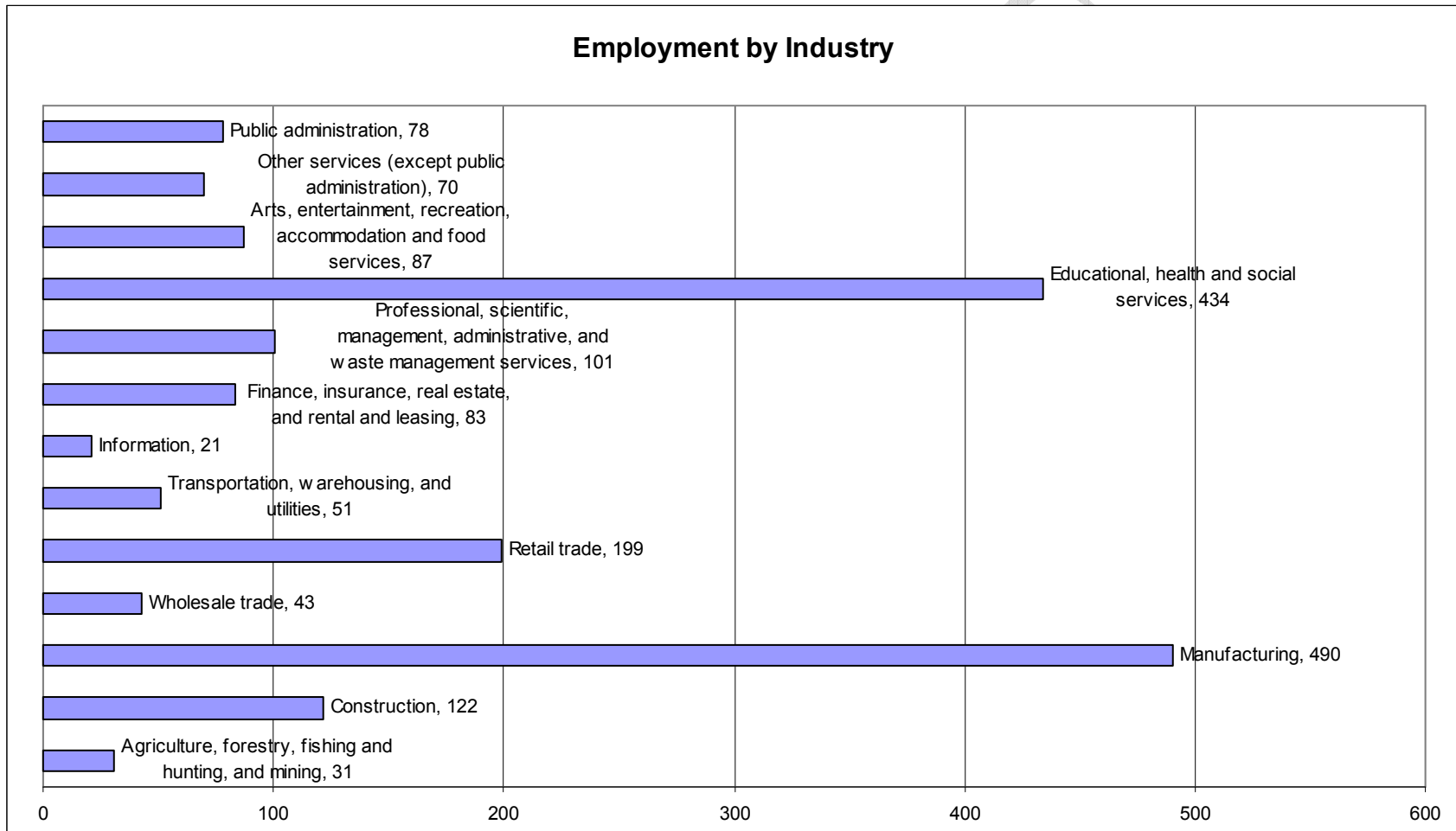


Figure 2-8: 2000 Employment by Industry



3 Existing Land Use

3.1 Zoning and Land Use Introduction

Analysis of the built environment is fundamental to long range planning. The built environment is best described through an inventory of existing structures and land by specific categories of use. This chapter identifies eleven land use categories and tabulates acreage for the entire town and ETJ. This chapter also measures Farmville's ten zoning classifications. Zoning is the division of land in to classifications based on a series of permitted uses. Classifications are usually define dominant or desired land use, but may not be an actual reflection of existing uses. While zoning represents the ideal, most towns must address "non-conformities" that existed prior to zoning adoption. The baseline analysis of existing land use included in this chapter is an important step in developing policies that determine the future land use.

Farmville studied land use in 1977 and 1985. Each study used eight different categories to track land use: residential, commercial, industrial, institutional, parks cemeteries, transportation, vacant and agricultural. Both studies examined area within the town limits and the extra-territorial jurisdiction (ETJ). Differences exist in the 1977 and 1985 land use categories, making comparisons difficult. The 1977 measurements were generalized, and did not include vacant urban land as a separate category, but were included in neighboring land use categories. The 1985 study lists vacant land separately, as does this 2005 study.

Table 3-1: Zoning Districts

Zone	Name – Permitted Uses
CBD	Central Business District – high density retail and service core
GBD	General Business District – retail and service adjacent to the CBD
HBD	Highway Business District – larger retail, service along major thoroughfares
NBD	Neighborhood Business District – small business for local use
RBD	Rural Business District – general business district outside the CBD
O&I	Office and Institutional – offices, government uses
LID	Light industrial – warehousing, light manufacturing, transportation
ID	Industrial – heavy manufacturing and storage
R5	Residential - 5000 square foot lots. Single and multi-family
R8	Residential - 8000 square foot lots. Single and multi-family
R12	Residential – 12,000 square foot lots. Single family.
R15	Residential – 15,000 square foot lots. Single family.
RA20	Residential-Agriculture. ETJ district for farmland, residential construction with or without sewer service
RMF	Residential Multifamily
RMHA	Residential Manufactured Home A overlay district
RMHB	Residential Manufactured Home B overlay district
RPUD	Residential Planned Unit Development overlay district

Source: Town of Farmville Zoning Ordinance

The 2005 land use study shows that Farmville's land use distribution remains similar to earlier study results, with growth in overall acreage, residential land use, and open space. In 1977 Farmville had 1211 acres (1.9 square miles) and by 1980 the town grew to 1344 acres (2.1 square miles). The 1985 study shows 1577 acres (2.5 square miles) and the 2005 analysis shows 1904 acres (2.9 square miles). This growth is due in part to annexations of the A.C. Monk Company and residential development. The East Carolina Railroad right of way and the Contentnea Creek floodplain are the historic development boundaries, but urban development now extends into the ETJ past both Highways 264 and 264 Alternate. The main section of

Farmville including the central business district is a northeast-southwest, northwest-southeast grid system, with most historic development following the grid system. Land use within the town limits is mostly residential, but also includes substantial commercial, industrial, transportation and vacant acreage. The town's well defined central business district has mostly retail and service based commercial establishments and institutional uses, with newer commercial growth occurring along Marlboro Road. Overall, land use in the ETJ is agricultural, with industrial and commercial uses as well.

Table 3-2: Land Use in Acreage within the Town Limits 1977-2005

Use	1977	1985	2005
Single-family residential	462	367	689
Multi-family residential	61	198	210
Commercial	45	52	124
Industrial	126	177	134
Institutional	107	47	
Parks and Cemeteries and schools	*	35	42
Transportation	226	269	373
Urban Vacant	*	239	349
Agricultural	184	193	123
Total	1211	1577	1904
Total Square Miles	1.9	2.5	2.9

3.2 Residential

Housing Pattern Inside Corporate Limits

In the town limits, the R-12 and R-15 zoning districts allow for only single family residences. These zones had the greatest increase in vacant lots. Sixteen houses were lost to the extreme flooding during Hurricane Floyd. The R-5 and R-8 zoning districts allow for single family and multi-family housing and represent some of the earliest subdivided neighborhoods. New lot development remains statistically unchanged in the R-5 as no new subdivisions are smaller than 8,000 square foot lots. The R-8 saw a 53 percent decline in vacant lots since 1985. This is due in part to existing land within the town limits becoming smaller new residential subdivisions, like Dogwood Place, and additional site specific multi-family development

Table 3-3: Vacant lots in Residential Zones

	1985	2005	% Change
R-15	37	115	67.8%
R-12	22	39	43.5%
R-8	97	45	-53.6%
R-5	270	267	-.01%

Single Family Residences. Housing in the town limits has followed the traditional grid street pattern along which the town was platted. The first neighborhoods were 5,000 to 8,000 square foot lots surrounding the central business district. Homes were mostly wood framed single-family residences. Over the past 100 years, single family residences have remained the dominant structure, but most neighborhoods have some multi-family development. Additionally, lot size and

house size have grown with the addition of new subdivisions. Newer residential developments employ curvilinear street patterns and less dense development, with lots ranging from 12,000 to 20,000 square feet or more. These first housing developments began in the northeast and northwest quadrants of the town (north of Wilson and east of Main streets) with the exception of Clairmont and Crestwood subdivisions in the southeast quadrant (south of Wilson and east of Main streets). Annexations include Pecan Grove, Marlboro Forest, and Greenfield Heights subdivisions. Residential Growth also occurred as a result of annexation of subdivisions during the last several decades, such as Pecan Grove and Marlboro Forrest. In 1999, the Town annexed Greenfield Heights at the request of residence who wanted and needed public sewer service. A federal grant was used to finance the sewer extension. This provided nearly 80 additional households.

Multi-Family Residences. A 1992 citizen survey conducted by the Farmville Redevelopment commission indicated a strong demand for a wider choice of housing types in Farmville. 94 percent wanted more single family housing; 65 percent wanted more duplexes; and 68 percent wanted more apartment units. It appears that these housing demands are being met in a variety of ways, multifamily units ranging from duplexes to apartments are scattered at various locations throughout the town. The rehabilitation of older single-family residences into multi-family structures is becoming increasingly popular as well. Duplexes are the dominant form of multi-family housing, with 63 units providing 126 homes. Other multi-family types include small developments such as the 3 unit apartment in a former single family residence in the 500 block of North Main Street or the older 10 unit complex on North Pitt Street. Newer projects are larger in size and are predominately located nearer the business district. A 10 unit Townhouse complex in the 200 block on North Main, the Walnut Ridge Complex on Walnut Street, Fields Street Place duplexes, Belcher Street Place duplexes, Farmville Downs townhouses, and the 26 unit apartment Hunter's Ridge apartment complex on Perry Street have been recent additions to the town's housing stock.

Table 3-4: Total Multi-family Units

2 Units	3 Units	4 Units	10-19 Units	20+ Units
63	13	9	4	4

Table 3-5: Multi-family units per zoning district

Zone	2 Units	3 Units	4 Units	10-19 Units	20+ Units	Total
R-5	54	11	8	3	1	77
R-8	3	1	0	0	0	4
RMF	6	0	1	1	2	10
CBD	0	1*	0	0	0	1
HBD	0	0	0	0	1	1
Total	63	13	9	4	4	93

* +1 Single apt. unit

Subsidized Housing. South of the Norfolk Southern Railroad line just off of South Main Street are two public housing developments containing 209 homes. In addition, Forrest Village with 50 units is located off of Green Pine Road near US 264A, and the Dogwood Apartments with 24 units is located on US 258 South. Farmville has done a good job addressing the needs of a wide variety of people. Over 10 percent of Farmville's population resides in some type of Subsidized Housing. Their housing choices range from public housing to shared group homes for senior citizens. All these units accommodate the elderly, handicapped, and/or low income families. Farmville also has one group home for developmentally disabled individuals which consists of 8 apartments plus one unit for an on site manager.

Manufactured Housing. Four mobile homes exist in the town limits. Since they predate initial zoning adoption, they are classified as nonconforming. This designation allows these units to be used indefinitely. However, if they are removed, a single family dwelling built according to the North Carolina State Building Code must be placed on the lot.

Housing in the Extraterritorial Jurisdiction (ETJ)

The ETJ zone RA-20 allows single (and multi) family residential development. This zone also allows manufactured housing in the RMHA and RMHB overlay zones. In the RA-20, platted developments have a total of 635 acres, leaving over 7325 acres either vacant or farmland that could transition into residential development in the future.

Single Family Dwellings. Scattered low density dwellings, churches, farmland, or undeveloped woodland are the primary land uses in the planning area outside the corporate limits. Several subdivisions (Ashenbrook, Northgate Walk Sections I & II, Northridge, and North Rosewood) are being developed in the northwest quadrant of the planning area.

Manufactured Housing Units. New manufactured homes are generally not permitted in the zoned area outside the corporate limits. However, certain areas can be rezoned to overlay districts to accommodate doublewide manufactured homes when permanent masonry curtain walls are installed as was the case with Pollard Farm Subdivision located near Joyner's Crossroads (the intersection of NC 121 and Stantonsburg Road). Unfortunately, the Pollard Farm Subdivision was subdivided into small lots on that front directly onto NC 121 or Stantonsburg Road. Numerous driveways were developed which create traffic hazards for those entering the roadway as well as those driving through the area. A better approach would have been to create a well designed subdivision with an interior street system and one or two access points to the state highways. Two manufactured (mobile) home parks are located on US 258 near US 264. These are the Contentnea Mobile Home Park and Highland Trailer Park.

3.3 Commercial

Farmville has about 87 acres dedicated to commercial uses, marking an increase from 52 acres in 1985. Commercial land uses exist in six commercially zones: the central business district (CBD), the highway business district (HBD), general business district (GBD) neighborhood business district (NBD), and rural business district (RBD). Most commercial activity occurs in the central business district or the highway business districts along 264A.

Central Business District

The largest concentration of commercial land use is the 18.56 acres that compose the central business district (CBD). The CBD generally defined from Grimmersburg and Pine Streets on the north and south and by Contentnea and Walnut Streets on the east and west, respectively. Farmville's downtown is unique among small towns. It has a lively business community representing a healthy mix of businesses. The 1986 land use plan Farmville's land use plan stated that "the CBD has an air of decrepity [sp] and 'on its last leg' impression about it...the many vacancies there will not be filled by new businesses". This statement could not have been more incorrect. A successful partnership between the town and the business community kept Farmville from satisfying that prediction. In 2005 Farmville has a healthy downtown with wide variety of businesses and services are operating in the Central Business District (CBD). Farmville has a healthy business mix including two drugstores, one grocery store, restaurants, a museum, specialty stores and offices.

Other private and public sector projects in the CBD include the 1987 Paramount Theater renovation to a Community Arts Center. This project used a combination of public funds (\$23,000 from town government) and private funds (\$249,000 in donations). Other citizens have renovated buildings to become antiques stores, frame shops, restaurants, and gift shops. The CBD is also home to residents in renovated apartments above several businesses. While this use is traditional in central business districts, most towns lost their residential use in the mid to late 20th century. Combined with the revitalized businesses and changes in many business hours past the typical 9-5, Farmville boasts a downtown that remains active into the evenings.

Development is typical of most central business districts developed during the early 1900's where retail business was pedestrian oriented. Buildings are clustered together in structures attached to one another on small lots with no setbacks from the sidewalk. The town has encouraged revitalization projects by improving the rear alleys and parking areas. Parking is now provided with or on the street or in parking areas to the rear of the structure, and many business owners use the "back door" as additional entry points for customers. Utilities, garbage and other alley clutter has been reduced while property owners make improvements that encourage customers to use either the Main Street entrances or the alley entrances. In addition, Farmville has committed financial resources through grants and direct expenditures to promote downtown improvements (streetscapes, façade grants, underground wiring, paving improvements, and replacing aging sidewalks with brick pavers). Only 1.83 acres remain undeveloped in the CBD.

Additionally, the town government remains strong presence downtown. When new administrative offices were needed, the town converted the old high school site into modern municipal building and courthouse complex with a gazebo and park. This one acre site forms the northern edge of the Central Business District. The town also renovated the old fire station incorporating the old Municipal Building into a new Fire Station housing both the town and rural fire departments.

Highway Commercial

Most highway businesses are concentrated in the southern half of the planning area along US 264-A and NC 258 South towards Kinston in two areas: Near the Corporate limits on N. Main Street; and at the intersection of Wesley Church Road and US 264. These areas are designed to accommodate commercial development as the primary land use along Farmville's major thoroughfares. The Town's zoning permits a wide range of commercial activities. They are highway oriented activities located either in individual structures with setbacks (front, side, and rear) from property lines or in a shopping center or business park where several businesses are clustered together. In both situations, parking is on-site.

Currently, new development is thriving at the US 264 interchange and May Boulevard. This new commercial development consists of McDonalds, Food Lion and Family Dollar. Previously, highway businesses have focused primarily on Marlboro Road. A new CVS Pharmacy opened in 2004, and a Trade Mart Store and a Dollar Store opened in 1999. Most of the older highway businesses are separate structures with individual signage and entrances. However, there are two exceptions. On the Western side of the community is Farmville Square, the first shopping center in the community, and on the eastern edge of town is the Brightleaf Shopping Center. Alliance One International converted the majority of the retail space in the Farmville Square mall to office use. Brightleaf Shopping Center is an example of a coordinated cluster of complimentary businesses or services with adequate parking spaces and well planned access to a major thoroughfare. However, businesses have moved out of the Brightleaf Mall in favor of newer development along the 264 corridor.

In the highway commercial areas, concerns include traffic and appearance. Strip commercial development along Marlboro Road has promoted inefficient land use creating dangerous traffic conflicts at driveway entrances and exits, and seriously impairs the capacity and function of the highway. Landscaping is limited on commercial sites. Parking lots do not provide shade trees which break up the monotony of the large paved surfaces and dumpster sites are not screened

from view. The Planning Board and Appearance Commission presented a Landscape Ordinance to the Town Council and have been implemented to help rectify this area of concern in all future projects. The ordinance does not address existing conditions unless substantial improvements are made to existing buildings or property. Additionally, a wide variety of signs in the Highway Business District are permitted along major thoroughfares which produce a cluttered appearance to the traveling public. The HBD has 229 zoned acres, with approximately 180 acres undeveloped.

Other Business Areas

General Business. Farmville has 19.25 acres in three areas zoned for general business: Main Street between Pine and the Norfolk Southern Railway; Walnut Street between Wilson and Belcher Street; and Wilson St. between May and Park Streets. These areas are older commercial areas and provide for automobile-oriented commercial development on minor thoroughfares. A small service business, where the level of activity is lower, is more appropriate in this area. The GBD includes convenience stores, retail stores and service shops. Of the 19.25 acres in the GBD, 5.85 acres remain undeveloped.

Interestingly, the General Business Zones are adjacent to residential areas, which could cause zoning issues if some permitted uses are tested. For example, the zoning ordinance would permit a large box store, like Wal-Mart in the GBD. Large commercial activities would not be appropriate in the general business district because it produces a large number of customers, large numbers of automobile and truck traffic during the day and evening hours. The zoning ordinance should encourage large commercial to locate adjacent to a major thoroughfare and away from residential areas.

Neighborhood Business. The Neighborhood Business Districts (NBD) exist in older residential sections of town at the corner of Wilson and Fields Street, along Wilson Street between Barrett and Walnut and along Horne Avenue between Fields and Ryon Drive. This is small district with only 3.89 acres and permits a very limited range of low impact commercial activities. Its low-impact quality stems from zone locations along minor thoroughfares in areas where commercial and residential development are located near one another. Currently, 3.89 acres exist in NBD zones, with only .36 acre left undeveloped.

Rural Business. Farmville has 2.96 developed acres in two locations designated as rural business: NC 121 across from the Ashenbrook Subdivision; and NC 121 at the intersection of Stantonsburg Road (Joyner's Crossroads). This district permits a limited number of low impact retail sales or services outside the corporate limits in the ETJ where high impact uses in the highway business district would not be appropriate. Currently, the 2.96 acres are fully developed.

The four additional zoning districts provide options for commercial development beyond the Central Business and Highway Business Districts. The General Business District accommodates vehicle oriented businesses that may involve outside sales and storage near downtown on minor thoroughfares where the scale of development is less than in highway businesses along major thoroughfares. The Neighborhood Business District can accommodate a limited number of low impact commercial uses in predominately residential areas. The rural business district accommodates a limited range of retail sales and services in the ETJ along minor thoroughfares or local roads.

3.4 Industrial

Farmville has aggressively supported existing industries and recruiting new ones. This effort was due in large part to the efforts of the community leaders working through the Farmville Economic Development Council and town government since 1956, in conjunction with Pitt County Development Commission to recruit and retain industries. Most industrial development exists in the southwest quadrant along the Norfolk & Southern Railroad Lines. Exceptions include one industry located along South Main Street (Cottontops) and one along NC 258 (Starling Enterprises).

In 1993, a consortium of organizations developed the Farmville Corporate Park on Fields Street Extension at US 264A to accommodate new light manufacturing. Phase I contains 45 acres that is served by water, sewer, natural gas, and electric services. Two shell buildings were constructed to accommodate new industries. The larger of the two, was purchased and added on to accommodate Coastal Beverage. The second, built by Pitt-Greene EMC, has not yet been sold. Phase II of the industrial park is under way with plans under to complete the development. An additional 100 acres stand available for future uses. Recruitment efforts continue through the combined efforts of Pitt County Development Commission, NC Department of Commerce, Pitt-Greene EMC, and the Farmville Economic Council.

In both the 1986 plan and the 2000 draft revisions, recommendations regarding industry focus on limited zoning designations for industrial uses. Presently, the Town has only one industrial zoning district, but could benefit from classifications that define light and a heavy uses. Because heavy manufacturing uses have more negative impacts (smoke, smell, and noise) on surrounding development than light manufacturing, they should comply with higher development criteria such as more intense buffers and larger minimum lot sizes. In general heavy manufacturing uses need to be located near similar uses or in isolated sites heavily buffered from nearby land uses. Farmville's industrial park needs to be limited to light manufacturing uses that are compatible with one another.

Currently 1981 acres exist in the ID zone, with 415 acres undeveloped. Interestingly, the ID zone has the largest variety of existing land uses. Residential, commercial, institutional, and even agricultural uses still exist in this zone. The ID zone may have substantial industry, but it still can appear as a transitional zone, linking the agricultural-based ETJ with industrial uses in the district.

3.5 Office and Institutional, Other Public Uses

Farmville has 4.14 acres of office and institutional uses. Although the Office and Institutional (OI) zone allows public uses such as government, schools, utilities and churches, the Farmville Town Hall is the only property with this zoning designation. Office and Institutional districts accommodate even fewer commercial activities than the neighborhood business district. It is designed to accommodate professional offices, recreational and residential uses in close proximity to one another. Since the Office and Institutional District is even more selective than the Neighborhood Business District, it is an appropriate zone for a predominately residential area served by a local street or minor thoroughfare and can be used as a transition between residential and commercial land uses.

Other government/public uses in town exist in other districts. National Guard Armory (ID) and the school campus at Grimmersburg that contains an two elementary, a middle, and a high school (R12). This represents the only four-school campus within Pitt County, and covers over 91 acres. The May Museum and Park, Farmville Public Library are zoned CBD and the Town's Operations Complex is zoned ID.

Parks and cemeteries. This land use includes recreational facilities like pools and playgrounds, open space areas and cemeteries. In addition to providing necessary burial spaces and recreational uses, this district represents an investment in open space. Open spaces in communities are important aesthetically and a community's health in many different ways. For example, in 2000, Farmville converted 16 properties along the Contentnea Creek into a park as a

result of the extensive flooding from Hurricane Floyd. This park has three important uses. First, it converted unusable residential parcels in to a neighborhood recreational facility. Second, it provides a variety of active and passive recreational activities; and third, it removed incompatible residential land uses from flood way while remaining useful land.

Farmville has about 40 acres of parks and recreation areas. Park areas north of the Norfolk and Southern Railroad tracks include the J.Y. Monk Park, the Municipal Park, the Town Commons, (name) Park and the Boys and Girls Club. To the South of the railroad right of way is Bennett Park, with playground equipment and basketball courts and the Town's recreation center is located adjacent to southern edge of the Central Business District. Farmville has two municipal cemeteries in the town limits: Hollywood and Forrest Hills. The third Municipal Cemetery is Sunset which is located just outside of the Planning Area on US 264A. Both cemeteries in town are zoned R-8.

Transportation (rights of way): Currently, the town has 373 of acres used for streets and railroad right of way. Overall, this is an increase from 1986 when 269 acres existed, and includes the 27.61 miles of hard surfaced and .50 of unsurfaced roads the Town maintains. About 32 acres represent abandoned railroad right of way. This acreage lies parallel to the east and west of the town limits between the Norfolk Southern Railroad and Marlboro Road (US 264 Bypass). With the completion of US 264 and Wesley Church Road, two major projects identified in the 1979 Farmville Thoroughfare Plan have been completed. In the revised plan, several new improvements have been included:

- US 258 bypass to relieve traffic from the Central Business District and Fields Street;
- Completion of Farmville's Loop system extending from US 264A through Farmville's Industrial Park to US 258 bypass interconnection;
- Three Schools Boulevard (which should be renamed Four Schools Boulevard) running from NC 121 to Wesley Church Road would provide access to the four public schools on Grimmersburg Street; and,
- Completion of these projects will enhance traffic flow throughout the community. The US 258 loop to the west and the US 264 Loop to the south would expand industrial development opportunities.

Table 3-6: Transportation Acreage since 1977

1977	1986	2005
226	269	373

3.6 Urban Vacant

Currently, 976 acres of unused land exist within the town limits, which is considerably more than the unused 239 acres recorded 1986. Many are scattered vacant lots in residential areas, with larger tracts existing in subdivisions and vacant blocks in the southeast quadrant of town. In the northwest quadrant, recent conversion of land from warehousing to residential has eliminated some vacant lots, but many vacant lands still exist.

Table 3-7: Used and Vacant Lots by Zone 1995

Zone	Developed	Vacant	Total
CBD	89	7	96
GBD	55	33	88
HBD	65	20	85
NBD	12	1	13

O&I	1	1	2
ID	86	83	169
R12	204	39	243
R15	335	115	450
R5	925	267	1192
R8	114	45	159
RA20	239	120	359
RALF	1	0	1
RBD	3	0	3
RMF	10	3	13
RMHA	31	0	31
RMHB	2	0	2
RPUD	1	10	11
Total	2173	744	2917

Table 3-8: Vacant land in the town limits by zoning district*

Zone	Vacant parcels 1986	Vacant Parcels 2005	Total Parcels 1986	Total Parcels 2005
CBD	12	7	96	96
GBD	6	33	88	88
HBD	13	20		85
NBD	3	83	86	86
RBD	0	0	1	3
O&I	0	0	2	2
LID	7	*	*	
ID	1	83	170	169
R5	270	267	1196	1192
R8	97	45	160	114
R12	22	39	243	243
R15	37	115	497	450
RA20	*	120	366	359
RALF	*	3	1	3
RMF	*	3	*	13
RMHA	*	0	2	31
RMHB	*	10	11	2
RPUD	*	10	*	11

* This is not an accurate comparison. Calculation methods are different from 20 years ago and some data are missing. However, it is an interesting to see changes in land use classifications.

3.7 Agricultural

While a significant part of Farmville's ETJ is farmland, 415 acres exist within town along the outer edges of the town limits. This is up from the 1986 study where 219 acres existed. This increase may be attributed to annexation, but it may also be in the calculation methodology in 1985, where it appears that in some parts of the land use study, agricultural land in the town limits was classified as residential. Some have been platted for development. In the ETJ, over 9715 acres remain in agricultural use. This is a decrease from in 1986 with the ETJ had 11,000 acres. Annexations and rezonings in the ETJ can explain the farmland changes, as it is very close to the acres gained in the city limits.

3.8 Utilities

Water. Farmville's water supply is from a series of wells that tap into the Black Creek and Upper Cape Fear Aquifer. The NC Division of Water Resources monitoring data indicates a steady decline in water levels in the Black Creek and Upper Cape Fear Aquifers as more people tap into these natural resources. The state has established rules requiring municipalities to reduce the amount of water withdrawn from these aquifers by a total of 75 percent over the next 16 years, which is to be implemented in 25 percent increments in three consecutive five year periods. This will prove to be one of the largest hurdles for Farmville as its options are limited by the availability of alternate water sources locally. Possible solutions include the interconnection of Farmville and Greenville Utilities Commission, who has a surface water supply and aquifers nearer the surface. Problems associated with the aquifers nearer the surface include higher treatment costs and significantly less flow rates from these aquifers than deeper aquifers.

The Town currently relies on eleven wells. Eight wells are located within the Planning Area, while three are located in the surrounding area. The town of Farmville has a maximum daily capacity of 2.8 million gallons with peak demands reaching 2.4 million gallons per day. Current storage capacity for the Town is at 1.3 million gallons in three elevated storage tanks. Plans are underway for the construction of a fourth elevated storage tank with a planned capacity of at least 500,000 gallons. The Town of Farmville has adopted a non-regulatory Wellhead Protection Plan to protect its water sources from contamination.

The Town serves approximately 3,300 water customers of which approximately 1,400 are located outside of the corporate limits. When you add Farmville water service lines to the other water provider in Pitt County, approximately 90 percent are served by public or private water systems.

Sewer. Farmville operates one of five sewer systems in Pitt County. Farmville's sewer system is unique in the fact that it serves as a regional treatment facility-treating sewer from two other municipalities (the Town of Walstonburg in Greene County, and the Town of Fountain). Extension policies generally require that persons served are limited to those inside the corporate limits of Farmville, unless approved by the Board of Commissioners. Any new service areas must petition for annexation prior to service by the sewer system. Although unsewered areas pose potential environmental problems and encourage large lot and scattered development, the sewer extension policy is correct if the town wants to maintain the compact development patterns that characterize the present community.

Farmville has a daily treatment capacity of 3.5 million gallons per day with a peak demand of approximately 2 million gallons per day. This leaves a surplus of 1 million gallons per day for future development without substantial wastewater treatment plant improvements.

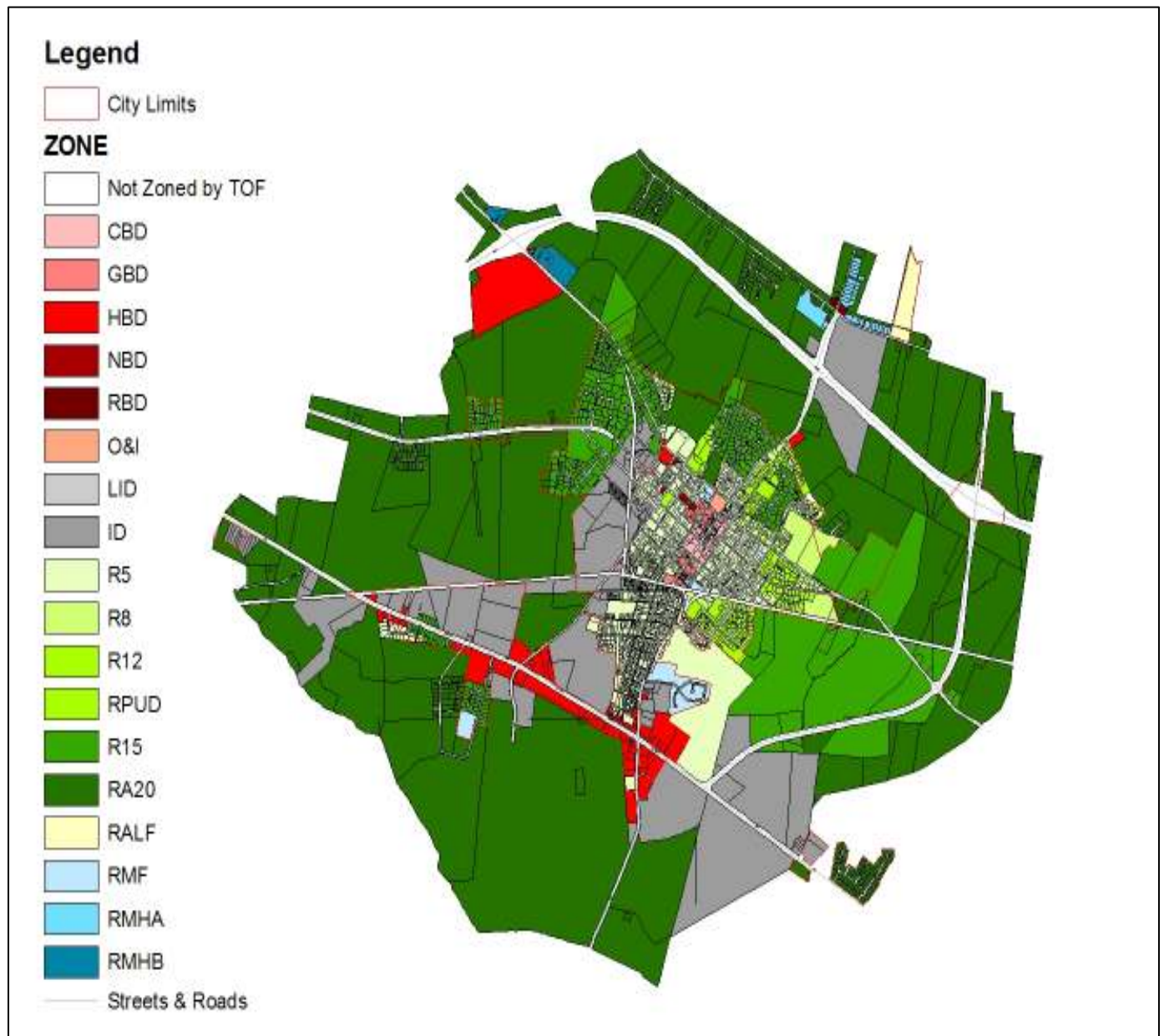
Storm Water System. By providing a storm water collection system, Farmville is able to capture many pollutants that are present in an urban environment from reaching the waterways in the Neuse River Watershed. Farmville included impervious surface limits to help minimize runoff and

the amount of water that the Storm Water system is required to handle. The Storm Water system is a separate entity from its Sanitary Sewer System.

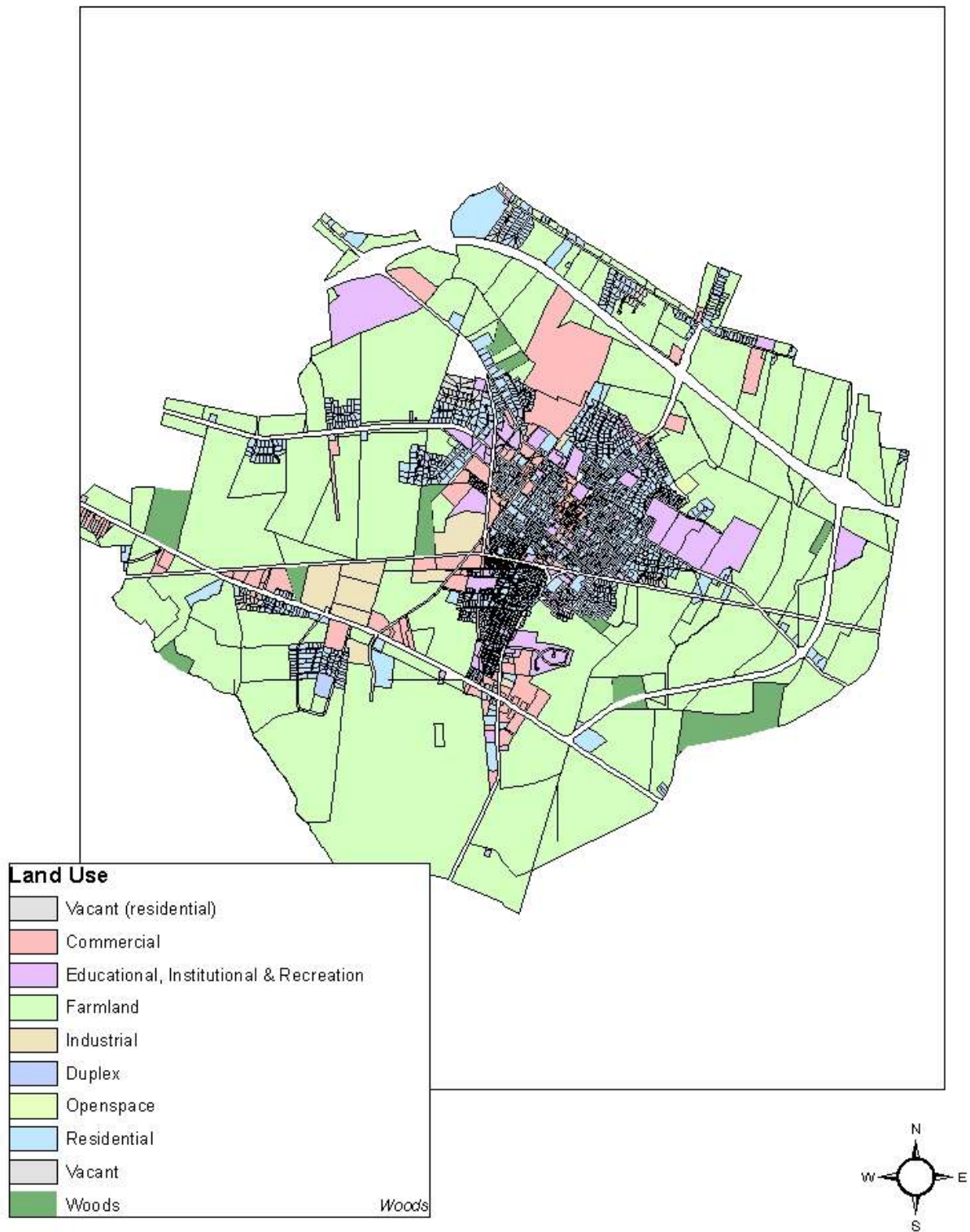
Electricity. Progress Energy and NC Eastern Municipal Power provide electricity to Farmville. Distributors are the Town of Farmville, Progress Energy, and Pitt-Greene EMC. Electrical Service is more than adequate and will not be a constraining factor on any new development in the Farmville Planning Area.

DRAFT

Town of Farmville Official Zoning Map



Current Land Use - Town Limits and ETJ



4 Natural Systems

4.1 Soils and Geology

The Farmville Planning area has two main soil types: Norfolk-Goldsboro Association and the Lynchburg-Rains Association. The Norfolk-Goldsboro Association consists of moderately well drained soils that have a subsoil of dominantly brittle sandy clay loam and or clay/loam. The Lynchburg-Rains Association consists of moderately well drained to poorly drained soils that have a subsoil of dominantly brittle sandy clay loam. Generally, soil to the west and southeast of town produce excellent farmland, but create slight to severe limitations for operating septic tanks. To the northeast soil limitations are only slight to moderate, but without public sewer, high impact development will be limited. Farmville's geological system consists of thin layers of clays, sands and gravel that overlay sediments of the Miocene, Eocene, Paleocene and Cetaceous ages. This geological system provides a solid and stable subsoil foundation.

4.2 Floodplains

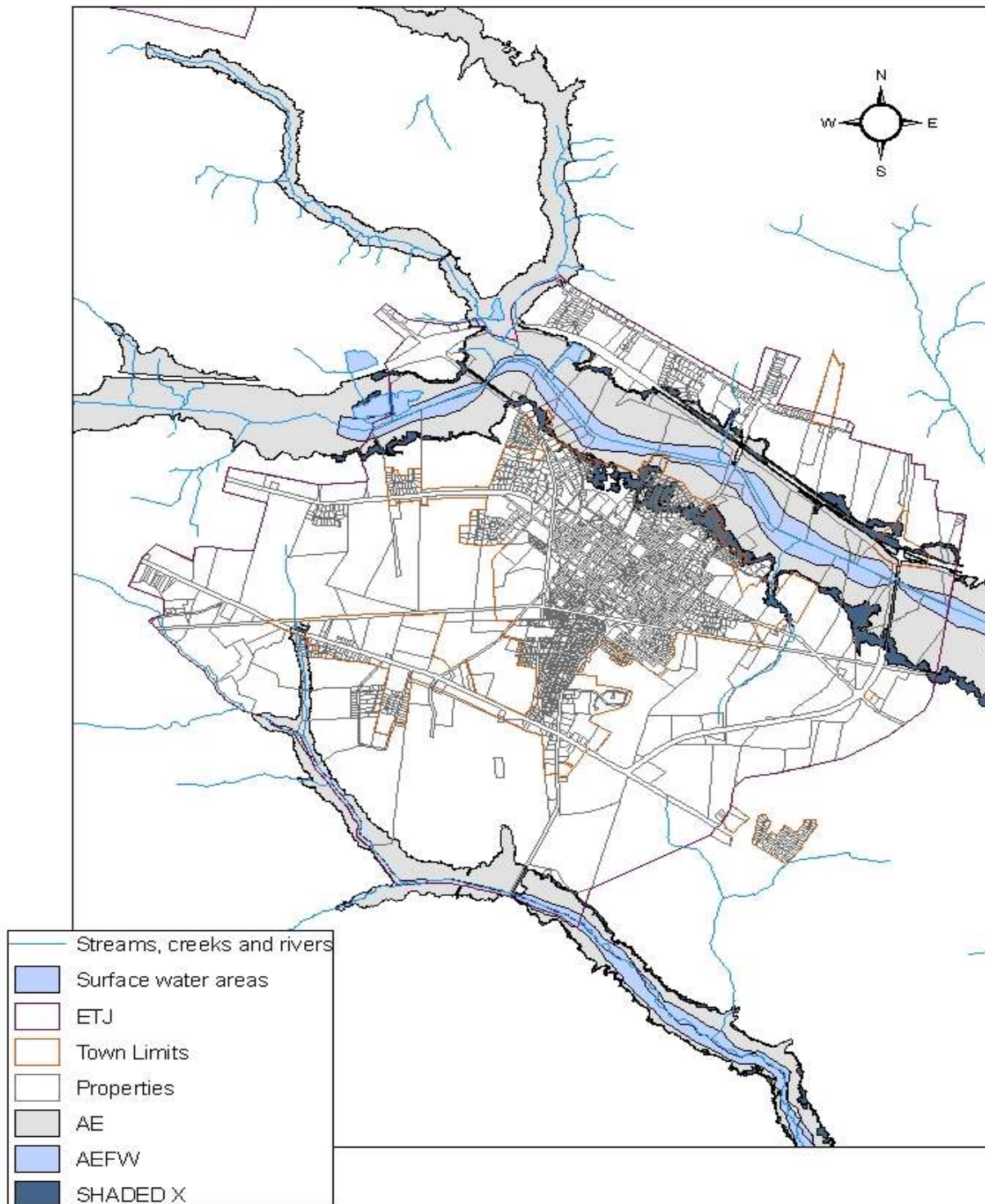
Both Contentnea and Middle Swamp Creeks are part of the Neuse River Basin and are designated Nutrient Sensitive Waters (NSW). These areas, if left in their natural state, provide filters that prevent many pollutants from entering the waterways in the community. State regulations ban new development, land disturbance, and fertilizer use within 50 feet of perennial streams in the planning area. Certain uses such as road crossings, bridges, and airport facilities are allowed if there is no practical alternative and the structures minimize the impacts to water quality.

The Federal Emergency Management Agency (FEMA) has identified Contentnea and Middle Swamp Creeks as flood hazards. The 100 year regulatory flood or base flood is utilized as the national standard for flood insurance purposes and is defined as that which has a 1 in 100 chance (1 percent probability) of occurring in any given year. Jurisdictions should control floodplain development to prevent increases in flood velocities and levels, which endanger both people and property and alter the natural hydrologic system.

The heavy rainfalls in August, 1999 from Hurricane Floyd caused the worst flooding in Farmville's history. Approximately 100 homes built within the 100 and 500-year flood plain flooded. To mitigate further flooding, the town applied for and was approved for the FEMA's Hazard Mitigation Grant Program (HMGP). Under this and other associated programs, the town purchased sixteen substantially damaged homes and elevated one additional home to a height of four feet above base flood elevation. The sixteen homes were purchased at pre-flood values and the lots were cleared. Property owners whose homes were purchased under the HMGP Program were required to purchase property outside of the 100-year flood zone. This land is now permanent open space and a public park.

Debris and beaver dams exacerbate flooding along the Little Contentnea Creek. The town in conjunction with Pitt County and the Natural Resource Conservation Service obtained funding from the Emergency Protection Program to clear the creek. Flooding affects numerous houses along the Little Contentnea, and the Farmville Golf and Country Club loses an estimated \$75,000 annually from having to close the back nine holes due to high water levels. High water also infiltrates into the sanitary sewer system. This increased flow imposes unnecessary costs on the town by having to treat rainwater before it can be discharged into a surface water supply.

Town of Farmville FEMA Flood Zones



5 Other Existing Policies and Plans

5.1 Subdivision Policies

Subdivision Ordinance- Farmville's subdivision ordinance governs the design and development of new construction within the planning area. Standards include street designs, minimum lot requirements, utility placement and mapping requirements. In conjunction with policies to update the zoning ordinance, it is important to update subdivision policies to ensure that new development conforms to land use planning goals. .

As indicated by census data, Farmville's population remained steady with a slight decline since 1980. A part of this decline could be attributed to the lack of affordable housing. In an effort to stimulate new housing growth, Farmville undertook two initiatives. Each of the following provided different approaches to stimulate the housing market.

Subdivision Participation Policy- The Town of Farmville adopted a program in the late 1980's to encourage the development of new subdivisions within the Town. This program provided immediate incentives to developers of new subdivision lots by reimbursing the developer for 40% of the actual cost of infrastructure, which includes water, sewer, curb and gutter, streets, and associated engineering work. After 10 years under the policy, five subdivisions participated in the program creating 117 lots of which 36 were built on. The program was successful in creating new lots, but has not always translated into new housing construction.

Table 5-1: Subdivisions in Farmville Participating in Incentive Program

Subdivision	Lots created	Developed lots	Undeveloped lots	Total lots available
May Court	15	8	7	0
Eaglebrook	31	20	11	6
Clairmont III	19	10	9	9
Charter Oaks I	28	23	5	0
Charter Oaks II	24	15	9	9
Planter's Walk	42	10	32	32
Pinehall Section III	12	6	6	0
Tobacco Road	3	0	0	3
	174	92	79	59

Source: Farmville Planning Department

In order to find new solutions to the shortfall of housing units in the community, the Town of Farmville Board of Commissioners created the Farmville Housing Commission. This temporary committee consisted of members from the Planning Board, Real Estate Community, Contractors, and Financiers. Their mission was to identify and evaluate the existing housing and real estate conditions in Farmville. The Commission, after studying data and listening to various individuals involved with the local housing market, concluded the following:

1. The subdivision developers are providing a good supply of affordable subdivision lots;
2. Homebuilders were not willing to build speculative housing due to the lack of demand;
3. None of the subdivision lots were listed on the Multiple Listing Service (MLS), which would increase awareness of outside of the community; and,
4. Only a few of the Greenville area realtors were bringing prospects to Farmville.

The Farmville Housing Commission drafted guidelines to promote new residential construction within the corporate limits of the Town of Farmville. In late 1999, the Housing Commission submitted a revised incentive program that was adopted by the Town Board of Commissioners. This incentive program's goal was to encourage 1 percent annual increase in new residential construction within the corporate limits through 2020.

To promote new construction the Town is willing to reimburse developers 40 percent of the actual cost of eligible development infrastructure costs, not to exceed 40 percent of \$225 per running foot of street frontage. To obtain details of the policy, see the Residential Development Participation Policy.

Redevelopment Commission. The second initiative involved the revitalization of blighted areas within existing neighborhoods. In 1992 the Town of Farmville created the Redevelopment Commission. Initially they conducted a citizen survey that indicated a strong demand for a wider choice of housing types in Farmville. 94% wanted more single family housing; 65% wanted more duplexes; and 68% wanted more apartment units.

With the goal of providing additional housing, the Redevelopment Commission developed a plan for the Town's northwest quadrant advocating conversion of blighted properties into new uses/structures. The Town purchased and cleared a site and sold the lot to a developer who constructed the Belcher Street Place duplexes on it. A second site was identified but the Town was unable to acquire the property for redevelopment. The Redevelopment Commission was later dissolved.

Since the Belcher Street Place duplex project completed, it is important to note the additional developments in this area. Fields Street Place duplexes, Belcher Street Place duplexes, Farmville Downs townhouses, and the 26 unit apartment Hunter's Ridge apartment complex on Perry Street added to the northwest quadrant and the town's housing stock.

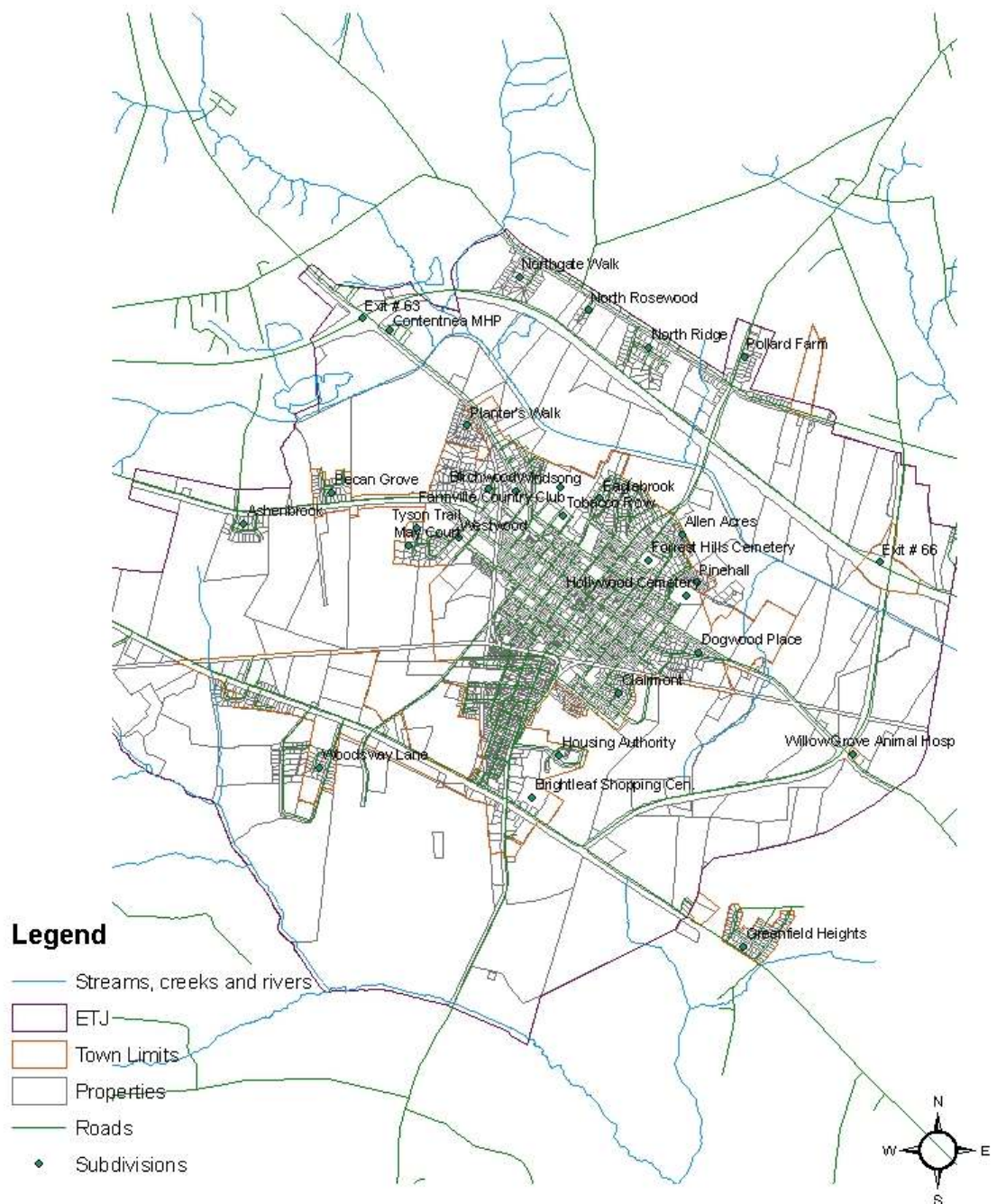
5.2 Development Codes

Manufactured Home Ordinance: The mobile home ordinance ensures that mobile home developments are attractive and appropriate to the surrounding land use. This ordinance also provides regulations for utilities and infrastructure design that will support the development. This ordinance applies to manufactured housing in the town limits and ETJ, but does not include modular (also known as off site, or pre-fabricated "stick built") development. The North Carolina Building Code governs modular development, and local zoning and subdivision regulations govern setbacks, zoning considerations, and other property-specific issues

Housing Code: The housing code establishes minimum physical living conditions in residences including access, air, light, safety, running water, and fire prevention. Quality housing stock is dependent on the enforcement of housing codes through regular inspections and complaint investigations. The housing code applies to new and existing rental and owner-occupied housing.

North Carolina Building Code: Farmville administers the North Carolina State Building Code through a departmental permitting and inspection program. Building Code enforcement can serve as the final zoning approval mechanism for implementing land use plan policies through the use of occupancy permits.

2005 Existing Subdivisions



5.3 Other Plans and Ordinances

Thoroughfare Plan: With the completion of US 264 and Wesley Church Road, two major projects identified in the 1979 Farmville Thoroughfare Plan have been completed. In the 2004 revised plan, several new improvements have been included:

- US 258 bypass to relieve traffic from the Central Business District and Fields Street;
- Completion of Farmville's Loop system extending from US 264A through Farmville's Industrial Park to US 258 bypass interconnection;
- Three Schools Boulevard (which should be renamed Four Schools Boulevard) running from NC 121 to Wesley Church Road would provide access to the four public schools on Grimmersburg Street; and,
- Vines Street extension east and west would connect Fields Street and Wesley Church Road.

Completion of these projects will enhance traffic flow throughout the community. The US 258 loop to the west and the US 264 Loop to the south would expand industrial development opportunities.

Flood Damage Prevention Ordinance: Farmville adopted a Flood Damage Prevention Ordinance regulating new development in flood hazard areas. Generally, construction is allowed only if engineering evidence shows that encroachment will not result in increased flood levels. Within a waterway's floodway development is prohibited. Development in the floodway fringe is permitted if structures are elevated to a height of not less than four (4) feet above base flood elevation and as long as the development is not within the 100 feet stream buffer as required by town ordinances. Certain kinds of development may be flood proofed (flood resistant construction techniques, and elevated utilities) instead of meeting elevation requirements.

Flooding from Hurricane Floyd also prompted the Town to increase freeboard levels. Freeboard is the elevation required for structures and utilities to be above the base flood elevation. Additionally, the town reduced impervious surface limits, increased stream buffers, and changed the Residential Development Policy by which the town would no longer participate in funding for any future subdivision located within the 100 year floodplain

In addition, the town is a member of the National Flood Insurance Program (NFIP). The NFIP is a voluntary program based on a mutual agreement between the federal government and the local community. Federally-backed flood insurance coverage is available to any property owner in return for mitigation of flood risks by community regulation of floodplain development. Flood insurance, and most types of federal financial assistance, such as mortgage loans and grants, are only available in those communities that adopt and enforce a floodplain management ordinance that meets or exceeds the minimum NFIP standards. These same standards must also be adhered to by all federal agencies under a Presidential Floodplain Management Executive Order. The NFIP's land-use regulations are intended to prevent the loss of life and property, as well as economic and social hardships, resulting from flooding. There is clear evidence that these goals have been achieved in areas where buildings and other developments are in compliance with the community's floodplain management ordinance.

Tree Ordinance: Farmville adopted a tree ordinance in February, 1997. An appointed Tree Board is responsible for preparing tree plans, guiding ordinance enforcement and crediting policy recommendations regarding tree planning to the Town Council and the North Carolina Division of Highways when state transportation projects may affect town trees. Additionally, the Tree Board reviews subdivision plans to evaluate project impacts on existing tree when necessary.

6 Citizen Participation and Input

At the October 3, 2005 and October 4, 2005 public input meetings, citizens participated in an exercise to help generate ideas for future growth and development policy. The facilitator asked the participants to list issues most important to residents. Each participant was then given five green dots and asked to place the dots next to the issues they felt were most important. The next night was a regularly scheduled Town Commissioners meeting. Code Enforcement director invited the Town Commissioners and citizens in attendance to add identify priorities on the list using yellow dots. The following is a result of the exercise over the two nights.

Listed issue (by category)	Green dots (10/3/2005)	Yellow dots (10/4/2005)	Total
Future Land use			
264-Wesley Church development	1	0	1
City limit expansion	1	1	2
Tools to encourage new growth	0	0	0
New Food Lion image	0	0	0
Guidelines for smaller lot sizes	6	0	6
Protection historic areas	1	0	1
Residential / housing			
Residential development	7	6	13
Northgate subdivision – annexation	2	0	2
Transportation and Infrastructure			
Hwy 258 Development	2	0	2
Traffic signals/stop sign placement	2	0	2
Traffic congestion around schools	1	0	1
Public transportation development	1	0	1
Existing Infrastructure repair	2	2	4
Recreation			
Develop a variety of recreational facilities	0	0	0
Develop recreation activities for all ages	4	4	8
Enhance/protect town's walkability	1	3	4
Senior-friendly community	2	1	3
Develop nature trails/bike trails	0	1	1
Economic Development			
Promote schools location			
Liquor by the drink	10	0	10
Tools to encourage downtown building use	4	5	9
Tourism development	2	0	2
Develop visitor accommodations	5	0	5
More restaurants	1	3	4
Industry/business development	10	4	14
Government relations			
Beautification programs	3	0	3
Adopt a Street program	1	0	1
Grass cutting guidelines	0	0	0
Noise enforcement	0	0	0
Animal control enforcement	1	0	1
Increased citizen input	1	1	2
Communication between citizens and government	0	0	0

*Note: all topics listed during the information session are listed here, even if the issue did not receive any dots.

7 Policies, Objectives and Strategies

Town of Farmville Vision Statement

Farmville is a good place to raise a family, and/or lead an active life, where citizens have a strong sense of community, are civically involved, and wish to preserve a unique educational environment. Farmville's residents have a mix of cultural and recreational activities for all ages to provide a good quality of life in a community that is clean, neat and aesthetically pleasing. We will grow at a targeted rate of 2 percent per year, while maintaining a community that is residential focused with complete and quality basic services being provided (both public and private), with future economic development focusing on quality industrial and business development. Farmville is a safe community where citizens have confidence and pride in the quality and service of the local government.

While the issues heard at the public hearings represent only a percentage of public opinion, the citizen input meetings are important as they form a basis for discussion by policy makers. The following policy statements are a result of the joint meeting with the Town Commissioners and the Planning Board, and from citizen input gathered throughout the land use plan update process. To develop the policies expressed in this plan, the Planning Board and Town Commissioners categorized the issues heard at the public meetings into the following categories:

- Future land use
- Economic Development
- Recreation
- Housing
- Infrastructure

During the joint meeting, the Planning Board and the Town Commissioners considered each issue, and drafted policies that reflect citizen needs and wants for their community. Additionally, the boards reviewed past land use plan policies and considered continuing goals outlined previously that the Town had not yet completed. Objectives listed support the overall policy, and strategies are specific steps that will accomplish the supporting objectives and policy implementation.

7.1 Future Land Use and Community Development

Future land use and development goal: To encourage well planned development while maintaining a community that is residentially focused with complete and quality basic services being provided (both public and private).

Objective A. In-fill existing areas with residential development.

Strategies

1. Rewrite ordinance definition of non-conformities to allow lots with bulk dimensions that are too small for current zoning to be allowed to redevelop.
2. Be more aggressive in approaching property owners with offers/requests for developing/redeveloping land.
3. Meet with property owners after Planning Board develops a plan to include individual actions/plans for specific properties.
4. Continue using existing tools (inspections, re-zoning, condemnation, foreclosure, etc.).
5. Seek to improve communications with all boards. Hold joint meetings as needed/required.
6. Determine the most cost-effective method for handling foreclosures to collect back taxes.
7. Examine zoning and subdivision ordinances and fee schedules (to determine if they are in line, too cumbersome, etc.). Town staff and the Planning Board will recommendations .to the town during budget process this fiscal year.
8. Revise zoning standards for multi-family residences in the R-5 and R-8 zones.

Objective B. Promote zoning that enhances the “entrances” to town.

Strategies

1. Zone areas around Wesley Church Road / Wilson Street intersection for mixed commercial/ high-quality residential land use.
2. Zone areas around the schools to Wesley Church Rd. to encourage PUD or mixed residential land use to encourage young families to move to Farmville.
3. Zone new Highway 258/ Highway 264 interchange for PUD or mixed residential land use that will encourage development for commuters to Greenville, Wilson and Raleigh.

Objective C. Expand housing opportunities to encourage new residents.

Strategies

1. Encourage and enforce (when appropriate) efforts for maintenance of privately owned property.
2. Reinforce Planning Board support to code enforcement officer to be tough and aggressive with enforcement.
3. Strengthen Minimum housing codes for existing housing.

Objective D. Maintain historic character of town.

Strategies

1. Continue to educate landowners about the unique historic character of Farmville
2. Strengthen zoning to include historic district appearance codes
3. Continue to work with the Appearance Commission on the replacement of trees.
4. Study parking in the CBD and plan for adequate parking into the future.

7.2 Economic Development

Economic development goal: To encourage economic development that focuses on quality industrial and business development by maintaining strong ties with the Farmville Downtown Partnership and supporting collaborative public and private economic development activities.

Objective A. Continue to work with and support the Farmville Development Partnership.

In the spring of 2005, the Farmville Downtown Partnership invited business representatives and affiliated citizens to a roundtable summit. At the summit, the participants identified the following four strategies as most critical to improving economic opportunities.

Strategies

1. Promote zoning and land use in the Wesley Church Road / Wilson Street intersection for mixed commercial/ single-family residential land use. This area is becoming the new entrance into Farmville and development placed here will have a profound effect on the future development of Farmville.
2. Use the schools' unique location as a land use development tool to encourage mixed residential use.
3. Allow liquor by the drink. Liquor by the drink will expand opportunities for new restaurants. Most of the people at the meetings said they want liquor by the drink because they want upscale restaurants in Farmville. Liquor by the drink attracts those

types of restaurants, but the town should also adopt zoning tools that will minimize the negative impacts associated with having liquor by the drink establishments.

4. Review zoning and town codes to help existing property owners to use second floor of buildings. Zoning should encourage professional business, retail and housing units to locate on the upper levels of some of the buildings. The town will also review zoning and other codes to reflect the need to keep existing buildings occupied. Tax credits, utility credits or other tools can help encourage new business to locate in existing development.

Objective B. Promote businesses for visitor accommodations, and restaurants.

Strategies

1. Promote zoning that allows food establishments in the CBD, NBD, HBD and RBD districts.
2. Examine zoning ordinance to analyze strengths and weaknesses in zoning.
3. Examine the current zoning for Bed and Breakfast Establishments

Objective C. Redevelop Brightleaf Shopping Center.

Strategies

1. Work with community groups, business leaders and other stakeholders to develop a redevelopment plan for the Brightleaf Shopping Center.
2. Promote zoning mixed use/business development for Brightleaf.
3. Encourage site design, appearance codes and other development tools that will promote attractive and useful business layout in all retail/business areas.

7.3 Infrastructure Development

<p>Infrastructure goal: To provide efficient and well-maintained infrastructure that will serve current needs, and can be expanded to meet new growth.</p>

Objective A. Provide efficient and well-maintained transportation system.

Strategies

1. Encourage NC DOT to complete the Highway 258 corridor plans and to communicate plans with the Town Council.
2. Work with public safety and the NC DOT to develop alternatives to the traffic congestion during school hours.
3. Establish a street repair priority schedule with the Public Works Department
4. Examine feasibility of providing public transportation in Farmville

Objective B. Provide equipment and infrastructure to meet quality service needs.

Strategies

1. Establish a capital improvement plan (CIP).
2. Budget to support the CIP.
3. Review electric system needs and determine funding options to improve our system.
4. Evaluate wastewater infiltration and inflow in order to prepare for system maintenance needs.

7.4 Recreation and Community Services

Recreation and Community Services Goal: To provide Farmville's residents with a mix of cultural and recreational activities for all ages that makes Farmville good place to raise a family, and/or lead an active life. To encourage citizens to have a strong sense of community, and become civically involved while enjoying the high quality of life that exists in Farmville.

Objective A. Make Farmville a senior-friendly community to provide a good quality of life.

Strategies

1. Get input from senior citizens as to what their interests/needs are beyond what is provided now.
2. Continue to promote the homebound call program. Advertise/promote the program in the newsletter.

Objective B. Expand Recreational and cultural opportunities for all ages.

Strategies

1. Explore the development of biking and walking trails.
2. Continue to promote Dogwood Festival and Farmville Community Arts Council activities and the May Museum and Park.
3. Develop the Farmville Portion of the Pitt County Greenway Trail Project

Objective C. Maintain an aesthetically pleasing, beautiful community.

Strategies

1. Publish grass-cutting regulations in the paper in the spring, and begin enforcement/education campaign.
2. Explore options of a newspaper city column on a monthly basis, with possible participation by individual commissioners.

3. Hire additional personnel to handle animal control, and nuisance ordinance enforcement (grass, noise, animals)

Objective D. Increase communication with citizens

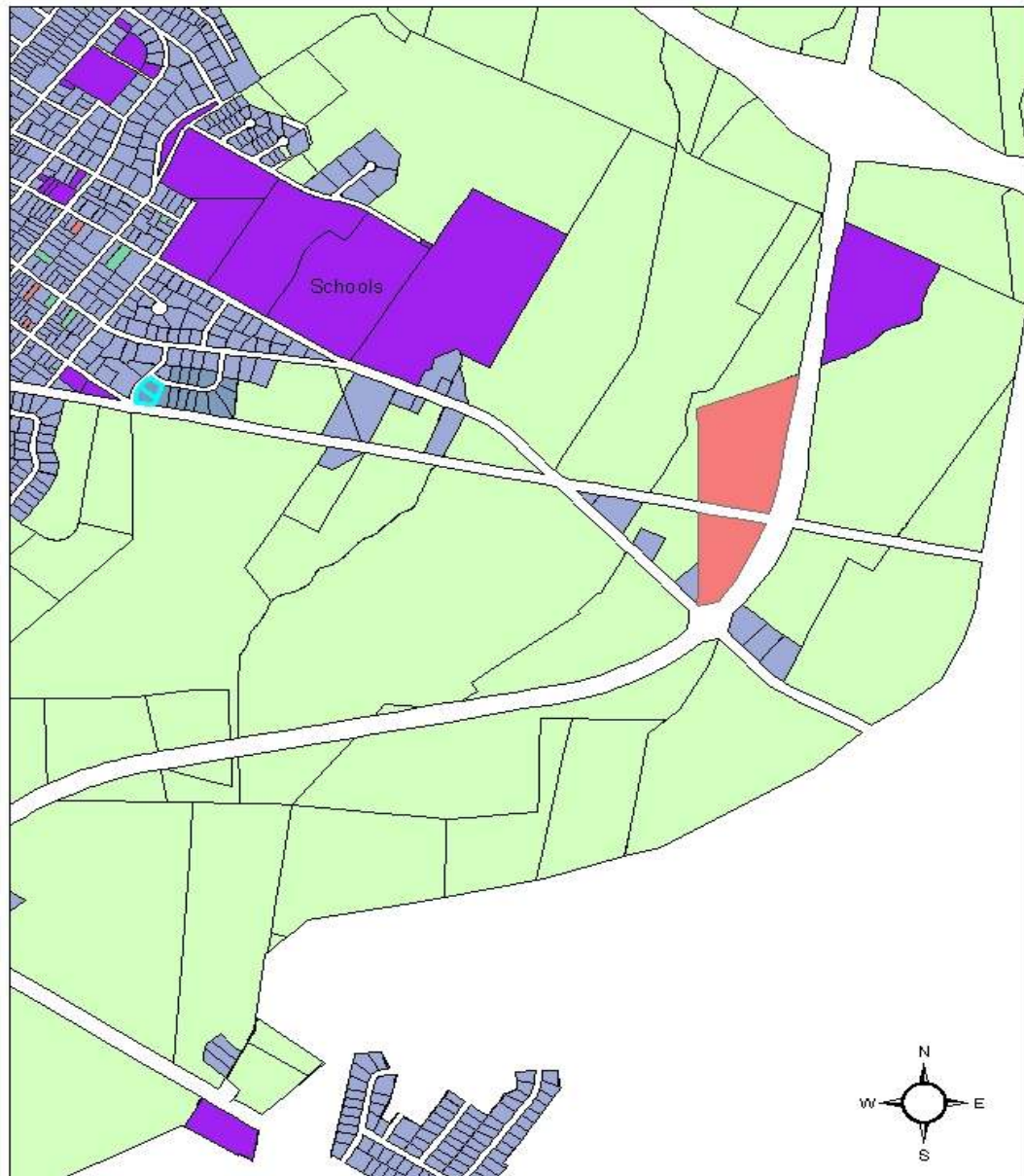
Strategies

1. Continue to let civic groups know that town staff and officials are available as speakers to speak on topics of general town interest.
2. Provide informal public input forums for citizens to ask questions, voice concerns and give feedback.
3. Provide the newspaper, on the Monday of the week prior to the Board meeting, with a list of topics to be covered at the next meeting.
4. Explore options of a newspaper city column on a monthly basis, with possible participation by individual commissioners.

8 Special Project Areas

8.1 Wesley Church Road and East Wilson Street

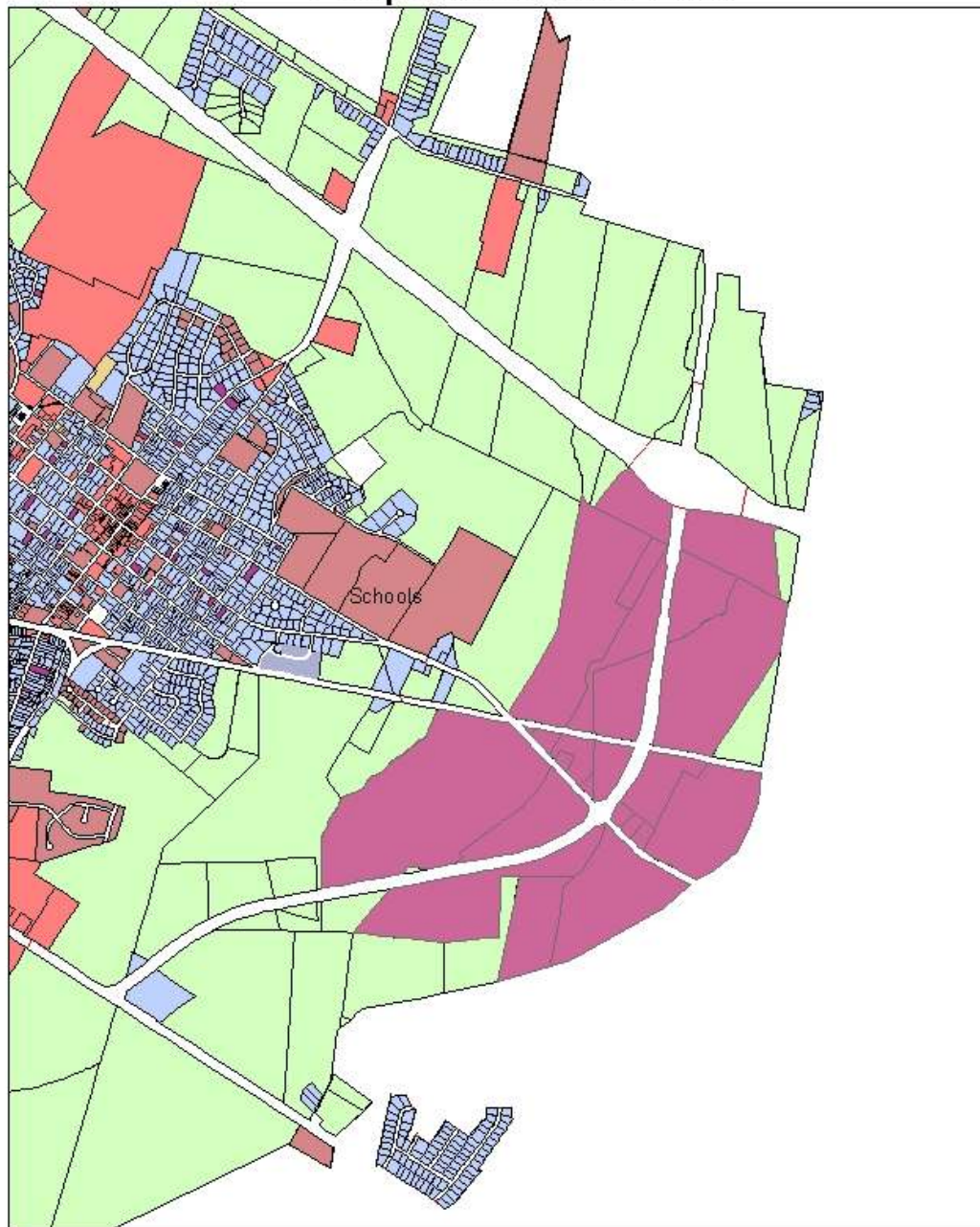
Current Land Use



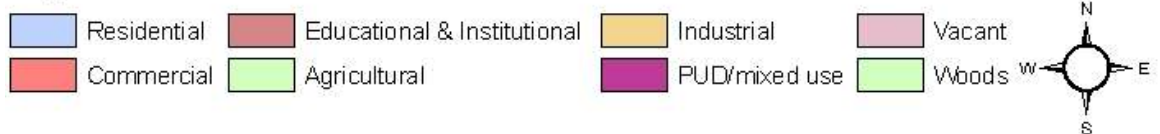
Legend

Residential	Educational, Institutional & Recreation	Industrial	
Highway Commercial	Farmland	Duplex	

Proposed Land Use

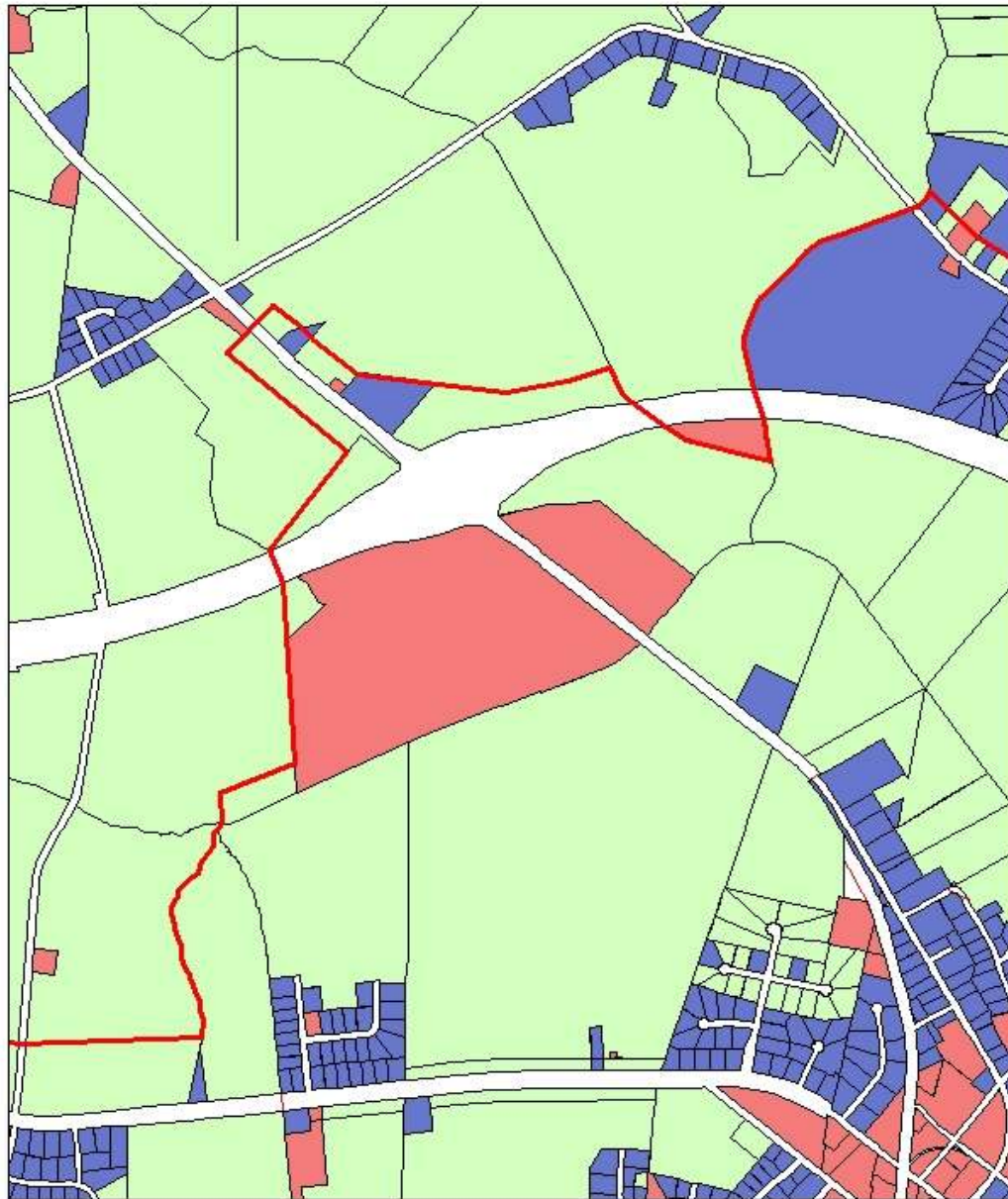


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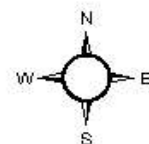
8.2 US 258/ US 264 Interchange

Existing Land Use

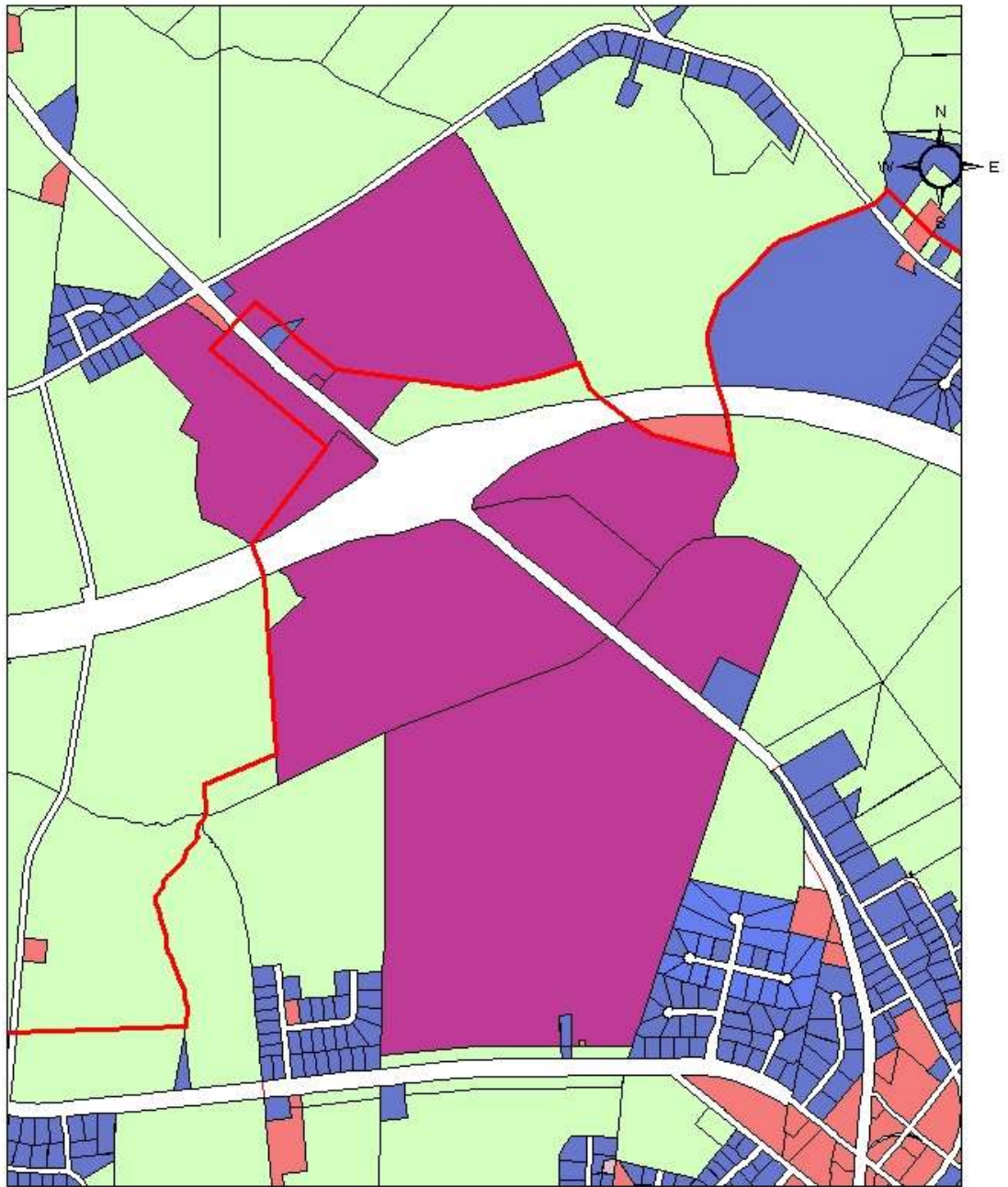


Legend

ETJ Boundary	Residential	Commercial
Town Limit	Commercial	Vacant
Roads	Agricultural/Vacant	Woods
	Industrial	Farmland



Proposed Land Use



Legend

Town Limit	Residential	Agricultural	Openspace	Vacant
ETJ Boundary	Commercial	PUD/mixed use	Residential	Woods
Roads				Educational, Inst

9 Implementation Schedule

9.1 Ongoing Strategies

- Be more aggressive in approaching property owners with offers/requests for developing/redeveloping land. (7.1A)
- Meet with property owners after Planning Board develops a plan to include individual actions/plans for specific properties. (7.1A)
- Continue using existing tools (inspections, re-zoning, condemnation, foreclosure, etc.). (7.1A)
- Seek to improve communications with all boards. Hold joint meetings as needed/required. (7.1A)
- Encourage and enforce (when appropriate) efforts for maintenance of privately owned property. (7.1C)
- Reinforce Planning Board support to code enforcement officer to be tough and aggressive with enforcement. (7.1C)
- Continue to educate landowners about the unique historic character of Farmville. (7.1D)
- Continue to work with the Appearance Commission on the replacement of trees. (7.1D)
- Use the schools' unique location as a land use development tool to encourage mixed residential use. The schools (7.2A)
- Examine the zoning requirements for Bed and Breakfast establishments (7.2A)
- Promote zoning that allows food establishments in the CBD, NBD, HBD and RBD districts. (7.2B)
- Encourage site design, appearance codes and other development tools that will promote attractive and useful business layout in all retail/business areas. (7.2C)
- Budget to support the CIP. (7.3B)
- Continue to promote the homebound call program. Advertise/promote the program in the newsletter. (7.4A)
- Continue to promote Dogwood Festival and Farmville Community Arts Council activities and the May Museum and Park. (7.4B)
- Continue to let civic groups know that Town speakers are available to speak on topics of general town interest. (7.4D)
- Provide informal public input forums for citizens to ask questions, voice concerns and give feedback. (7.4D)

9.2 One to Five Year Strategies

- Rewrite ordinance definition of non-conformities to allow lots with bulk dimensions that are too small for current zoning to be allowed to redevelop. (7.1A)
- Determine the most cost-effective method for handling foreclosures to collect back taxes. (7.1A)
- Zone areas around Wesley Church Road / Wilson Street intersection for mixed commercial/ high-quality residential land use. (7.1B) Promote zoning and land use in the Wesley Church Road / Wilson Street intersection for mixed commercial/ single-family residential land use. This area is becoming the new entrance into Farmville and development placed here will have a profound effect on the future development of Farmville. (7.2A)
- Zone areas around the schools to Wesley Church Rd. to encourage PUD or mixed residential land use to encourage young families to move to Farmville. (7.1B)
- Zone new Highway 258/ Highway 264 interchange for PUD or mixed residential land use that will encourage development for commuters to Greenville, Wilson and Raleigh. (7.1B)
- Study parking in the CBD and plan for adequate parking into the future. (7.1D)
- Allow liquor by the drink to expand opportunities for new restaurants. Most of the people at the meetings said they want liquor by the drink because they want upscale restaurants in Farmville. Liquor by the drink attracts those types of restaurants, but the town should also adopt zoning tools that will minimize the negative impacts associated with having liquor by the drink establishments. (7.2A)
- Review zoning and town codes to help property owners to use second floor of buildings. Zoning should encourage professional business, retail and housing units to locate on the upper levels of some of the buildings. The town will also review zoning and other codes to reflect the need to keep existing buildings occupied. Tax credits, utility credits or other tools can help encourage new business to locate in existing development. (7.2A)
- Examine zoning ordinance to analyze strengths and weaknesses in zoning. (7.2B)
- Work with community groups, business leaders and other stakeholders to develop a redevelopment plan for the Brightleaf Shopping Center. (7.2C)
- Promote zoning mixed use/business development for Brightleaf Shopping Center. (7.2C)
- Encourage NC DOT to complete the Highway 258 corridor plans (7.3A)
- Work with public safety and the NC DOT to develop alternatives to the traffic congestion during school hours. (7.3A)
- Establish a street repair priority schedule with the Public Works Department. (7.3A)
- Establish a capital improvement plan (CIP). (7.3B)
- Review electric system needs and determine funding options to improve our system. (7.3B)
- Evaluate wastewater infiltration and inflow in order to prepare for system maintenance needs. (7.3B)

- Get input from senior citizens as to what their interests/needs are beyond what's being provided now. (7.4A)
- Publish grass-cutting regulations in the paper in the spring, and begin enforcement/education campaign. (7.4C)
- Explore options of a newspaper city column on a monthly basis, with possible participation by individual commissioners. (7.4C)
- Provide the newspaper, on the Monday of the week prior to the Board meeting, with a list of topics to be covered at the next meeting. (7.4D)
- Explore options of a newspaper City column on a monthly basis, with possible participation by individual commissioners. (7.4D)

9.3 Five to Ten Year Strategies

- Examine feasibility of providing public transportation in Farmville. (7.3A)
- Explore the development of biking and walking trails. (7.4B)
- Develop Farmville's portion of the Pitt County Greenway Trail Project (7.4B).
- Hire additional personnel to handle animal control, and nuisance ordinance enforcement (grass, noise, animals) (7.4C)